



WORLD FARM ANIMALS DAY

Exposing Factory Farm and Slaughterhouse Atrocities since 1983

HOW TO STAGE A DIE-IN

- 1) Determine your place and time.
- 2) Register your event with us and request an Event Pack for materials.
- 3) Request a permit (if needed based on anticipated numbers).
- 4) Do outreach to local veg- and animal-friendly groups to gather participants.
- 5) Send a news release to local media (use ours as a sample).
- 6) Practice script (with stats) for speech during die-in (we'll have a sample available).
- 7) Determine and mark positioning before event if appropriate.
- 8) Be sure participants know the when-to-drop and when-to-stand cues.
- 9) Please **TAKE PHOTOS** and send copies to us (high resolution jpgs by email are best).

Hints:

- E-mail instructions before the event AND have instructions available onsite... especially for newcomers.
- If possible, bring a microphone or bullhorn.
- Weekends bring more participants, week days bring more media.

Ideas for consideration:

- ◆ **Amount of lay-down time:** 5-30 minutes.
- ◆ **Pattern of bodies:** rows, patterns or free form.
- ◆ **Body positioning:** hands out, hands on chest, free form, be careful to not look like a sleep-in.
- ◆ **Clothing:** all black, matching, or free style. Consider the new die-in motivated black t-shirt "Stop the Slaughter..." only \$5 for participants... limited supplies order early!
- ◆ **Special effects:** fake blood, animal costumes, animal face masks.
- ◆ **Drop strategy:** all-at-once, one-at-a-time. How many animals does each person represent? In the US alone or global? There's approximately 10 billion land animals killed for food in the US, approximately 50 billion killed globally (these figures do not include sea animals).
- ◆ **Stand strategy:** all-at-once, one-at-a-time. Speak to the benefits of a veg diet, ending on a positive note as participants rise. Offer materials to onlookers.
- ◆ **Silence:** Consider speaking before and after die-in and remaining silent during the die-in (or a combination of silence and speech).
- ◆ **Location:** choose a location with symbolic meaning for animals and/or lots of visibility. Remember to consider parking and other logistics for your participants.

Great add-ons:

- ✓ Include leafletters, an info table, and/or video.
- ✓ Bring signs and/or make posters.
- ✓ Invite speakers for longer talks.
- ✓ Bring vegan snacks to share with participants and visitors.
- ✓ Do a march or walk.
- ✓ Do your speech as a eulogy.
- ✓ Civil disobedience: blocking a side-walk will draw additional attention, but do so with caution.
- ✓ Join the PETA KFC campaign by staging your die-in in front of a local KFC.