



# **WORLD FARM ANIMALS DAY**

## ***Exposing Factory Farm and Slaughterhouse Atrocities Since 1983***

### **EVENT DESCRIPTIONS**

**Cage-ins:** Cage-ins are an excellent way to bring attention to the plight of farmed animals. They are highly effective in conjunction with videos and can attract a media attention. See insert for details about this event.

**Die-ins:** Die-ins are a visually powerful and symbolic form of protest. They have traditionally been used to protest nuclear proliferation. More recently, they have been used to protest the war on Iraq. World Farm Animals Day die-ins take a stand for animals (who's suffering is invisible and denied). The idea is for a group of activists dressed in black to lie down motionless for a set amount of time (usually about 20-30 minutes).

**Video Rigs:** Playing a video to expose standard farming and slaughter practices is a sure way to simultaneously grab attention and create awareness. Visit [www.WFAD.org](http://www.WFAD.org) for instructions on setting up a video rig.

**Protests:** Protests are a great way to express disapproval at an establishment's treatment or policies regarding animals. When planning your protest, be sure to read up on local ordinances. Remember to stay on public property and check to see if you need a permit.

**KFC Demo:** Combine World Farm Animals Day and PETA's Kentucky Fried Cruelty campaign. Visit [www.KentuckyFriedCruelty.com](http://www.KentuckyFriedCruelty.com) to learn more about the atrocities perpetuated by KFC, to find the KFC nearest you, and to take action. Be sure to register your plans with both PETA and WFAD.

**Vigils & Memorial Services:** Vigils and memorial services are somber events that focus attention on the tragedy of factory farming. They are a time to remember the losses suffered by each of the 50 billion individual animals murdered by agribusiness each year. These events can be as elaborate as funeral processions or as straightforward as candlelight vigils. Props like candles, black ribbons, somber music, and funeral attire can create a very dramatic effect. Activists can also **conduct a fast** to increase the media appeal of the event, and to bring attention to the millions of people who go hungry as grains are fed to livestock instead.

**Feed-ins:** Feed-ins demonstrate the benefits of a cruelty-free diet through delicious vegan food. Offer samples of meat-alternatives at a busy downtown intersection, feed homeless people, or conduct a workplace feed-in for your co-workers (see insert). Offering food samples works well in conjunction with leafleting or an info table.

**Information Tables:** Information tables require relatively little planning and allow activists to engage the public in meaningful, one-on-one dialogues. Pick a popular location and busy time of day, get a permit (if necessary), then show up for a few hours with a large table, display materials and handouts.

**Exhibits:** Exhibits are basically the unstaffed version of an information table. The typical duration of an exhibit ranges from one week to one month. Libraries and student unions are popular locations for exhibits, which tend to be more visual than information tables. Display materials, including books, are usually under protective glass cover, while handouts are available to passersby.

**Leafleting:** Leafleting is a simple activity, as it requires no permits, no equipment, and little planning. Make sure to make the most of your efforts by hitting high-traffic areas at the busiest times. Lunch hour and quitting time are optimal times. Leaflet any occasion with your choice of our free colorful postcard-sized handouts.

**Card Distribution:** If you're short on time, simply drop our colorful WFAD postcards off at various locations throughout your community to spread the word. Locations can include animal shelters, vet offices, libraries, universities, health food stores, or anywhere else you see fit.