



WORLD FARM ANIMALS DAY

Exposing Factory Farm and Slaughterhouse Atrocities since 1983

Dear Friend of Animals,

October 2nd marks the annual observance of World Farm Animals Day, now in all 50 states and around the world. It is a day for joining together on behalf of animals to memorialize and mitigate the unnecessary suffering and deaths of 50 billion innocent creatures in factory farms and slaughterhouses.

We ask you to join with us and thousands of your fellow animal advocates to educate your community by coordinating a World Farm Animals Day event in your city.

The official observance is on October 2nd (Gandhi's birthday), but your event can be scheduled anytime throughout the month of October. There are a variety of event options and the timing is flexible—so be sure to participate in some way.

We need events of all sizes! Individuals can participate by leafleting, setting up an information table, or taking materials to their school, work, or other communities (religious, sports, artistic, etc). This is not the time to be shy... every effort is important for the animals and counts towards the grand total.

Want a bigger impact? This year's featured event is a cage-in, a type of demonstration in which activists draw attention to animal suffering by placing themselves in simulated cages. Join efforts with friends to host a dramatic event such as this. You can also set up a video rig on a table or car to present the reality of meat to passersby. Other types of events such as silent or candlelight vigils and picketing fast food restaurants are also popular. Combine WFAD with PETA's campaign by protesting a local KFC. Got other ideas? It's your day to help the animals, so use your imagination and let us know the details.

Included in this WFAD Action Kit are several items to get you started:

- *Guide to an Effective Observance*
- *Guide to Effective Use of Local Media*
- Leaflet Master (to make copies for distribution – light colored paper works well)
- Petition Master (to make copies for visitors to sign – please send a copy to us)

Don't forget to register your event at www.WFAD.org or call 800-632-8688. Even if your plans are incomplete, tell us your ideas now and update us later.

Registration is very important as it enables us to:

- a) publicize your event(s) to locals and media;
- b) inspire other activists by your example; and
- c) send you an Event Pack.

Once you register your plans with us, you can request an Event Pack (which includes a WFAD banner, posters, handout materials, stickers and more).

Don't miss out! Animals raised for food represent 98% of all animal suffering and death. WFAD is a time when people who care about animals, regardless of your dietary choices or other activism, join together to help end this unnecessary tragedy.

Thank you for your active compassion,

Dawn Moncrief
Executive Director

Jen Riley
National Director