

PeTA

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In my presentation I want to inform you about PeTA, the largest animal rights organisation of the world. PeTA is the short form of "People for the ethical treatment of animals". At the moment the nonprofit association has more than 1,8 million members and about 30 million Dollars contributions a year.

PeTA was founded in the year 1980 from Ingrid Newkirk, a woman growing up in New Delhi. During her work as a humane officer she met Alex Pacheco, an animal activist, who gave her a copy of the book "Animal Liberation". It inspired her and she decided to found PeTA with the goal to stop the cruelties, animals exposed every day. Also she want to publish, what done behind closed doors on factory farms, in laboratories, in the clothing trade and in the entertainment industry.

PeTA operates under a simple principle: animals are not ours to eat, wear, experiment on and use for entertainment. They boycott all animal products, like meat, egg, milk, cheese, fur and leather and products which tested at animals, too.

The organisation attracts attention by their strange actions for the animals.

An example is the campaign "holocaust on your plate", which compares factory farms and concentration camps in the year 2003. Ingrid Newkirk said "In the concentration camps 6 million jews died, but 6 billion chicken will be put to death in slaughter houses this year."

PeTA has also long-running campaigns pro vegetarianism and against fur. Supermodels and Stars like Joss Stone, Pink, Shirley Manson, Thomas D. and Jamelia posed for pictures with slogans like "I'd rather go naked than wear fur", "here's the rest of your coat", "would you wear your dog?" and "don't eat my friends - go veggie".

Another example for special actions from PeTA is the campaign against fishing. With the flyer named "Your daddy kills animals!" the organisation want to clarify kids about their fathers murderous hobby. The following flyer with the name "your mommy kills animals!" is about their mothers fur coat.

PeTA reaches a lot for the animals.

The cosmetic producer L'Oreal abdicates animal testing since 1988.

General Motors, the biggest automobile group of the world, abdicates animals for crash tests since 1993.

In the year 1997 PeTA puts two cookbooks on the market.

C&A and Quelle abdicate sale of fur since 2003.

The last fur farm in Bayern closed in 2006.

The marches Prada, Calvin Klein and Tony Hilfiger abdicate fur since 2007.

These were only some examples of the groundbreaking successes from PeTA.