

All the departments work seamlessly together to alert the media, rally our volunteer activists, and get all the wheels turning to launch a full-fledged campaign. It's exciting, and it's so moving for me to see how much everyone cares. You know, during the months that an investigation is taking place, I can't talk to the rest of the staff about it because the cases are confidential until we're ready to break them. So when they finally break, it's such a relief to be able to share with everyone what is happening to the animals in that situation and to know that we're doing everything we can to save them.

AC: Please tell us a "dream" goal that you think we can achieve for animals in the next 10 years.

MB: I think we can get dog and cat food companies such as lams to stop conducting lab tests on animals. Also, based on all the science publications I've read on a daily basis for so many years, the evidence of the uselessness of

vissection is overwhelming. I've got to believe that some of the progressive scientists out there now will gain enough stature and influence that the scientific community will listen to them and realize that animal experiments are pointless, misleading, and wasteful—in addition to being hideously cruel.

AC: Is your son still into animal rights?
MB: Bryan is 28 now, and he works in Web production and also film production. I have a framed copy of the issue of *PETA Kids* magazine [now called *Grrrr!*] with him on the cover when he was a boy. We both went vegetarian together when he was only 9 years old—it was his idea! And, yes, he's still a vegetarian and still very much believes in animal rights.

AC: Do you have any companion animals?
MB: I have two beagles. Emily is 11. Her guardian was dying, so he called PETA's Community Animal Project and asked if

PETA is the leader in this area, and I'm proud of the fact that we're the trailblazer in exposing what happens to animals behind closed doors.

we could take her. (He lived in a town not far from Norfolk.) My other dog, Penny, is only 1 year old. I got her last year from a neighbor who no longer wanted her. Penny keeps Emily young. I have two cats, Rita and OJ., who were both strays rescued by PETA. All four of them get along together, so I have a happy household. I'm glad to say.



Emily and Penny



You Can Support Animals and PETA at Your Workplace

Each year, our programs are strengthened by the generosity of people who raise their voices against cruelty to animals by supporting PETA through their workplace giving campaigns. As another workplace giving season gets underway, please consider including PETA as one of your gift designees. Here's how:

If you are a federal employee, you can participate in the annual Combined Federal Campaign (CFC), which begins September 1 and ends December 15. You can easily locate PETA and our CFC number (which can only be used in the CFC) in the "Animal Charities of America" section of your CFC materials.

More states are now conducting their own annual state government

employee campaigns. Look for PETA in your state's campaign materials or call our office to see if PETA is a participant in your state's campaign.

If you participate in a United Way campaign, you may be able to select PETA as the beneficiary of your donation. If PETA is not listed as a member agency, please contact the campaign coordinator to see if you can designate PETA as a write-in beneficiary. Procedures vary with each campaign, so check with your employer's campaign coordinator to ensure that you are designating PETA correctly. Generally, what is required is **PETA's complete name, People for the Ethical Treatment of Animals, and address: 501 Front St., Norfolk, VA 23510.**

An increasing number of private companies are also conducting workplace giving campaigns. To encourage charitable giving, these companies will often match your gift, thereby doubling your gift to animals. If PETA is not included in your company's campaign, please check with your human resources director to see how PETA can become a part of your campaign.

If you have any questions regarding how you can support PETA in your workplace campaign, please contact Tim Enstice, PETA's planned giving manager, at 757-962-8213 or via e-mail at TimE@petaf.org.

25th
PETA's
Anniversary

You Are Invited ...

PETA's 25th Anniversary Gala Is Right Around the Corner!

Don't forget that on September 10, 2005, PETA will commemorate its 25th anniversary with a spectacular fundraising gala in Los Angeles. Highlights will include gourmet cuisine from many of the top vegan restaurants and chefs in North America, a star-studded award presentation, and exciting entertainment by some of the compassionate celebrities who support PETA's campaigns. Visit our special Web site, PETA25.com, for more details and ticket information or call 323-644-7388. Bring some friends—it could change their lives!



PETA's Gift & Estate Planning Club Augustus club



Ingrid's message

My Gratitude for the Dedication of PETA's Staff and the Generosity of Our Augustus Club Members

Ever since our first case, in 1980, PETA has been a pioneer in the use of undercover investigations to effect positive change for animals. Thanks to the generosity of members like you, PETA has become the leader in this area.

We've included an interview with Mary Beth Sweetland, the person in charge of our investigations, as a special feature starting on page 4. Mary Beth oversees not only investigations but all of the Research & Investigations Department's work to help animals in labs, in dilapidated roadside zoos, in circuses, on fur farms, in the film and television industries, in factory farms, in slaughterhouses, and in cruel displays such as pig-diving shows and goldfish-swallowing contests.

With 17 years at PETA under her belt, Mary Beth is also our senior vice president. I feel very privileged to work with her and so many other staff members who have dedicated their lives

to making the world a better place for animals. The people at the very core of PETA's work, including our library director, operations director, senior vice president of development, vice president of communications, vice president of campaign communications, and vice president of international grassroots campaigns, have all been here more than 12 years—some for 20. That gives me great confidence when people ask, "What will happen to PETA when you are gone?"

Well, I plan to be at PETA until my dying day (which with luck won't be for decades, as I have lots of plans to carry out and lots of people left to annoy!), but I take great comfort in knowing that if anything happens to me, PETA will thrive in the hands of these staff members upon whose wisdom and expertise I rely every day.

We are also pleased to share the story of how Lavelle Shaw Brooks chose

to leave a legacy to end the suffering of animals in labs. We are gratefully using her generous bequest in innovative ways to reduce the number of animal tests and to promote humane, non-animal research methods. This includes influencing federal agencies such as the Environmental Protection Agency (EPA). It's a little-known fact that the EPA requires more toxicity tests on animals than any other federal agency—killing tens of thousands of animals each year! That's why the agency is an important focus of our anti-vissection efforts.

As part of the Augustus Club, your generous commitment to PETA's work means that our programs will be funded into the future and that we can build on our success and keep the victories coming. On behalf of animals everywhere, we thank you!

Ingrid

One Person's Wish Helps Thousands of Animals

Lavelle Shaw Brooks

Before passing away in 2003, Lavelle Shaw Brooks made provisions in her will to leave the bulk of her estate to organizations devoted to the care of animals, including PETA.

Born in Marshall County, Miss., Lavelle made her home in Tennessee, where she and her husband, John, met through their common love of animals. After John's death in 1968, Lavelle devoted her time to the care of their animals and operating the Old South Antique Shop, a renowned regional antique shop located adjacent to their residence.

Lavelle was known for taking in stray and abandoned animals, nursing them back to health, and finding them good homes. She would provide the new owners with food for the animals and veterinary care for one year, and it was understood that she would visit to see how the animals were being treated and would take them back if she was not satisfied with their care. She was also instrumental in having several bills submitted to the Tennessee legislature addressing the prevention of cruelty to animals and the legalization of bequests for the care of animals.

Lavelle had great compassion for all animals and felt a special kinship with dogs. The plight of animals in laboratories moved her so much that she dedicated her bequest specifically

to end vivisection. In accordance with Lavelle's wishes, we are putting this wonderful bequest toward two specific directives: to end federal requirements for drug- and chemical-toxicity tests on dogs and to sponsor workshops on technology that may ultimately replace animal tests.

Federal agencies in the U.S., including the Environmental Protection



Agency (EPA) and the Food and Drug Administration (FDA), issue safety regulations regarding the manufacture, use, and disposal of chemicals, including pesticides, medications, and food additives. The regulations require that these substances be tested on a variety of animals, including dogs.

The EPA requires two tests on dogs to evaluate the potential toxicity of pesticides. For each pesticide tested (and there are hundreds on the market), 64 dogs are kept in barren

steel cages—first for three months and then for one year—and are given food laced with the pesticide. Effects can include tremors and other nervous system effects, bleeding, convulsions, and even death. Afterward, the dogs are killed. Similar tests are required by the FDA for drugs and food additives.

One of the main reasons why these atrocities occur is that the U.S.

government has historically been slow to develop and accept non-animal test methods—even failing to accept non-animal tests that have been approved by regulatory agencies in other countries.

We need to stay on top of developments at the international level, keep abreast of the non-animal tests being developed and used by other countries, and continue to monitor how the U.S. government responds. Therefore, we are continuing and increasing

our participation at meetings of the Organization for Economic Cooperation and Development (an alliance of 30 countries that produces international agreements to promote economic growth).

We are also committed to providing more funds for the development of non-animal test methods. In previous years, PETA provided more than \$500,000 in direct funding to one non-animal testing laboratory that is working on further developing and

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validating a number of cell-based tests as replacements for animal-poisoning studies.

Many corporations are interested in using non-animal methods because most are vastly more cost-effective than animal tests. However, until the federal government accepts the results of non-animal tests, companies will fall back on antiquated and cruel animal tests—some of which date back to World War I. For example, a lethal-dose test invented in the 1920s in which animals are force-fed increasing doses of a chemical until they die is still the most common animal test in use today.

We are excited to have the opportunity to use the funds bequeathed by Lavelle to attack these tests from a variety of strategic angles.

We are continuing our legal challenges against federal agencies so that they do not persist in relying on non-validated animal tests while ignoring scientifically validated non-animal tests. This double standard must be ended, and legal challenges

are one of the best avenues for doing so.

Because public awareness and education are such key components in pressuring both the government and the corporate world and because public pressure regarding animal testing has died off in recent years—largely as a result of the successes that the animal protection community has had in the arena of cosmetics and household-product testing—we are moving forward with our public education campaign. Our goal is to produce and broadcast television and radio public service announcements that will raise the public's awareness of the cruelty and uselessness of animal tests and encourage people to pressure their legislators, federal agencies, and individual companies to move toward more reliable and ethical science, in the form of non-animal testing.



PETA will also be working with leading scientists from around the world to organize and sponsor two

workshops on the use of computer modeling to replace or reduce animal testing. Using this method, scientists can use mathematical relationships linking chemical structure and activity to predict a chemical's effect. These workshops will bring together experts from the chemical and drug industries, regulatory bodies, universities, and the animal protection community in order to align the parties' varying objectives and create a concerted research program to achieve them. Science managers of multinational corporations have already agreed to participate in this exciting process.

We are grateful for Lavelle's extraordinary support and vision. PETA will pay tribute to Lavelle's life and generosity by dedicating an engraved golden "leaf" bearing her name on our "Tree of Life"—a permanent display in our headquarters that serves as an inspiring memorial to those who have demonstrated a strong commitment to helping animals. It is our honor to carry forward Lavelle's legacy of compassion.



Sitting Down With Our Own Mary Beth Sweetland

Determined, innovative, compassionate

Mary Beth Sweetland is PETA's senior vice president and the head of its Research & Investigations (R&I) Department. With a staff of more than 20, plus an undisclosed number of undercover investigators, Mary Beth oversees a wide array of activities, including suing federal agencies for not enforcing animal protection laws, getting charges filed against circuses and zoos for neglect and cruelty, negotiating with corporations regarding animal-testing policies, and, of course, directing PETA's groundbreaking investigations.

AC: What was your job previously?

MB: I ran a customer service division of Merrill Lynch.

AC: What first got you interested in animal rights?

MB: I saw a small advertisement that PETA had placed in *The Washington Post* against steel-jaw traps. Believe it or not, at that time I was naive enough to believe that such traps were a thing of the past. So I called PETA to ask if they really were still being used. The person on the phone assured me that they were, and I was appalled. Then she suggested that I come to one of PETA's weekly volunteer work parties. (This was when PETA was in the D.C. area.) So I went the next week and took my then-9-year-old son, Bryan, with me. He and I went to the volunteer work parties together almost every week after that.

AC: Have there been any major changes in your approaches or strategies that have resulted from your years of experience?

MB: In the beginning, I had a pretty cavalier attitude about getting sued. We were really pioneers in the field of undercover investigations of animal facilities, so all of our strategies were basically untried. Back then, if a company threatened to sue us, I thought, "Bring it on!" But I'm much wiser now. I still think lawsuits against us help expose the cruelty even more, but even though we've never lost a lawsuit, I've learned how much time and resources it takes to defend ourselves. So now when we do investigations, we're much more knowledgeable about how to expose the animal abuse without making ourselves



Augustus Club: When did you start working for PETA?

Mary Beth: In 1988—17 years ago, although I was a volunteer before that.

AC: In what capacity did you start?

MB: I started as the administrative assistant to Jeanne Roush, who is on our board now but was then the director of R&I. I eventually became a PETA researcher; then a senior researcher. In 1994, I was promoted to director of R&I.



vulnerable to a successful lawsuit.

AC: Can you please share one or two of the achievements of which you are most proud?

MB: I would have to say the General Motors case. That was a whistleblower case. GM was slamming live pigs and ferrets into walls in crash tests. They were killing thousands of animals by restraining them and striking them with extremely powerful pneumatic devices in their heads and chests. We launched a huge campaign, and we eventually got GM to halt animal tests altogether and to promise never to conduct animal tests in the future. That's why you see manikins in TV car commercials today. The day we got that promise from GM, I was ecstatic.

AC: What is your favorite thing about your job?

MB: Definitely the undercover investigations. PETA is the leader in this area, and I'm proud of the fact that we're the trailblazer in exposing what happens to animals behind closed doors. I also love the feeling of camaraderie among the staff when a new investigation breaks.