

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
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FREE



INNOVATION FOR A BETTER WORLD

iAnimal is our innovative virtual reality project which takes viewers inside farms and slaughterhouses. With it, we are looking to the future. A future in which there is no place for cruel factory farms.

WELCOME

Wow! What an exciting and rewarding eight months it has been since I joined Animal Equality in January. The time has just flown by!

On March 1st we launched iAnimal, our immersive virtual reality project that takes viewers inside factory farms and slaughterhouses. Our first film, which chronicles the life - and death - of factory-farmed pigs, was narrated by Peter Egan who was moved to tears by what he saw. In the months that followed, iAnimal received a wide variety of media attention, from traditional outlets including the BBC, the Mirror and many local papers, to technology sites like Engadget and Motherboard, and even Radio 4's Farming Today programme.

We were keen to get this exciting project out to universities as soon as possible, and thanks to a generous grant from the Lush Charity Pot Fund we were able to make that happen! Our iAnimal Spring Outreach Tour visited 17 of Britain's top universities with more than 5,000 students watching the VR film and more than half of them pledging to reduce animal products in their diet or eliminate them entirely. We also gave out nearly 10,000 copies of our new and updated Make a Difference booklet, which outlines the benefits of a plant-based diet for the planet, our health and of course for the animals.

In between university visits, we took iAnimal to many veggie/vegan, green and ethical living events where long queues of people waited patiently to experience our VR film! Perhaps surprisingly, about half of the viewers were still eating meat, but they had come to the event because they were interested in changing their diet. I'm sure our powerful film helped hurry them down that path!

In the last six months we have also carried out two investigations to expose the heartbreaking conditions inside British pig and chicken farms. Our investigators uncovered shocking scenes of suffering and neglect on three randomly chosen pig farms - and to our astonishment two of those farms were

'award-winning' (page 8). The online videos have been viewed by more than half a million people, helping to shatter the misbelief that British farms treat animals humanely. We are also pressing the government and supermarkets to investigate these farms and enforce the meagre legal protection that farmed animals have.

But the highlight of my first six months with Animal Equality has to be Gloria! Dumped in a skip and left for dead on an industrial chicken farm in Devon, this brave, determined and incredibly lucky little bird survived against one-in-a-billion odds. Her story reminds all of us that every animal on every farm is an individual who wants to live - who deserves to live! Sadly, the other birds on the same farm weren't as lucky as Gloria (page 7).

Of course none of this life-saving work would have been possible without your generous support. I am so thankful that we have caring people like you working with us to help the most vulnerable and forgotten animals - those hidden away inside factory farms. Together, we are making a difference!

For the animals,

—
TONI SHEPHARD
Executive Director, UK





EDITORIAL

In 2006, Javier Moreno, Jose Valle and myself started Animal Equality because we wanted to create a strong organisation that impacted animals globally.

Since then, and for more than 10 years, Animal Equality has become a leading force for change. In just the last six months, for example, we have made headlines across the globe with our campaigns and investigations. Our innovative outreach programmes are also inspiring tens of thousands of people in cities across the world to choose compassion when they eat.

Our virtual reality films were shown at the Sundance Film Festival, the Berlin House of Parliament and The Milan Hall, among other places. We are also honoured to have won Best 360 Film at the German 2016 Webvideo awards. Journalists, celebrities, politicians, and many other influencers have experienced the plight of farmed animals thanks to our work and your support.

This year marks our tenth anniversary, and as we look back we couldn't be prouder of all you have helped us achieve. But this is also a year for introspection and analysis and it marks a turning point for us. This has been the year in which we have focused closely on those animals who die in the largest number and suffer the most: farmed animals.

Over the last few months we have been working to launch our International Corporate Outreach Department because of the direct effect such campaigns have on millions of animals.

This year, even more than ever, we are closely researching the impact of what we do. Perhaps the most interesting study we are doing is one comparing the impact of our virtual reality videos with conventional flat-screen films in collaboration with Faunalytics.

We are at a crucial turning point when it comes to animals: more and more people, companies and policy-makers are making compassionate decisions. I can see proof of this everywhere. Everyday our team works extremely hard to make sure this process of change happens as quickly as possible. Animals need change to be as fast as we can make it happen. In our minds we have one question: What can I do today to save more lives? And in our hearts we feel the warmth of the support you give us daily.

Thank you.

—
SHARON NUNEZ
International Director



INVESTIGATIONS

YOUR SUPPORT HELPS US REVEAL THE HIDDEN TRUTH OF ANIMAL FARMING

Undercover investigations are our priority and are absolutely integral to our identity. Our investigative teams around the world provide us with the opportunity to show the reality of farms and slaughterhouses, while allowing us to push for the change that animals need.

While gathering evidence of animal cruelty, undercover investigators at Animal Equality are constantly putting themselves at great risk. It is your unconditional support that keeps them motivated and working tirelessly.





Cruelty inside industrial incubators

THE FIRST DAY IN THE LIFE OF A CHICKEN RAISED FOR MEAT

Their First Day is the world's first investigation inside the industrial incubators where chickens who are raised for meat are born. Animal Equality's investigators in Spain were able to get inside this secretive industry and gained access to the horrible places in which chicks are born.

These fragile animals start their short lives in a mechanical environment where they are denied even the slightest sign of compassion. Just a few moments after being born, workers throw the little chicks onto moving belts that take them from one side of the huge industrial warehouse to the other. Many of these young birds die before they even get to the slaughterhouse. Chicks who weigh less than the commercial standard at birth are

thrown alive into big containers and brutally smashed with maces. Others are thrown into rubbish bags where they suffocate to death. Those who survive will not have better luck. They will spend their short lives inside windowless factory farms in which they will suffer every day due to the horrific conditions.

This investigation has been featured in numerous media outlets around the world, with more than 70 million people viewing the shocking images. ●



Our investigators in England have also conducted a powerful investigation inside the chicken meat industry. We were able to access a factory farm that sends one million chickens to slaughter every year. Our investigators captured heart-breaking scenes depicting abuse and violations of numerous animal welfare laws, which were reported to the authorities.

For three months, Animal Equality's investigators documented the chicken-rearing process. What they discovered during that period was disturbing: tiny, newborn chicks die in their hundreds even in their first week, and their bodies are simply thrown into huge bins. Two weeks later, those same containers were completely filled with dead chickens. Inside the warehouse, the remaining survivors had already started to show signs of illness and suffering due to their unnatural growth rate.

Chicken Factory Farm in Devon

ANIMALS REDUCED TO MEAT-PRODUCING MACHINES



GLORIA, A STORY OF SURVIVAL INSIDE THE CRUEL MEAT INDUSTRY

Forty days after their birth, many of the animals had developed serious health problems. Their abnormal body weight made it impossible for some of them to move, so they just lay on the ground panting. Others were born with deformities that prevented them from standing up. They lay on their backs breathing slower and slower, and appeared to be in agony. The containers continued to overflow with dead animals.

British consumers are usually familiar with the publicity from the meat industry that assures them that animal welfare standards are above the average in Europe. However, thanks to your support, Animal Equality has debunked these claims through our investigative work, exposing the suffering in the British meat industry and pushing for new laws to abolish the practices that cause the most suffering to animals. ●



All of our investigators are used to witnessing scenes of extreme animal cruelty. However, they were horrified by the complete lack of compassion inside the industrial warehouses of chickens raised for meat in Devon.

Inside these warehouses, many animals lay in agony on the floor, unable to stand up. Outside, huge bins overflowed with the lifeless bodies of chickens who could not survive the terrible conditions. It was inside one of those containers that, to the surprise of our investigators, one of these animals was found still alive, exhausted yet fighting for her life. She was lying on top of the decomposing bodies of her friends.

Our investigators picked her up and took care of her. Amazingly, this tiny survivor made it through the first night and was taken to a safe place where she could receive all the attention and care she desperately needed. Our courageous investigators named her Gloria. In her new home, Gloria has recovered and grown into a healthy bird full of life who will never suffer at the hands of the meat industry again. She is a survivor and a symbol that motivates us to continue working tirelessly to end the abuse that animals suffer every day inside factory farms the world over. ●



The story of an investigator

CRUELTY INSIDE AWARD-WINNING FACTORY FARMS



I have filmed inside dozens of pig farms over the years, but you never get used to it. To look inside an intensive pig farm is to stare tragedy and despair in the eye. These highly intelligent, sociable and naturally active animals are denied everything that would give their lives meaning.

In one shed, callously labelled the 'Bacon House', many pigs had open, raw wounds on the tips of their ears - injuries caused by their bored and stressed pen mates. The harsh conditions of factory farms make animals behave in ways they rarely do in nature. Finding dry sows (non-lactating, or without piglets) locked inside rows of tiny cages - a practice that was banned in the UK in 1999, was shocking. These cages, known as sow stalls, are only allowed for insemination with a government-recommended time limit of 30 minutes - yet we were there in the middle of the night, many hours after the workers had gone. When we went back a few days later the sows were, thankfully, out of these stalls.

Farrowing units are always the most heartbreaking. Mother pigs pinned to the floor inside crates that deny all of their maternal behaviours. They cannot nuzzle or nurture their piglets; they can only lie there while their babies suckle and the sick ones die right next to them. It is no way for any animal to live. It is not a life, but merely an existence - a tragic and heartbreaking existence.

The video from this investigation has now been viewed by more than half a million people and many have sworn off meat as a result - and that's what keeps me going. We must continue to infiltrate these places and shed light on what the meat industry tries so hard to hide from us. ●





*Working for the change
in legislation that these
animals need*

THE NIGHTMARE OF BEING BORN A RABBIT IN ITALY

For more than a year, Animal Equality has been working with the Italian organisation LAV to show the public the plight of rabbits raised for meat in Italy, and to put an end to the horrible conditions in which these animals live. In April 2016, we launched an important investigation showing the cruelty these rabbits suffer during transport from factory farms to slaughterhouses.

After living 88 days in a tiny cage, the rabbits are brutally crammed into a truck to be taken to the slaughterhouse. During the trip, which can take up to 24 hours, the rabbits suffer intensively due to harsh weather conditions, thirst and hunger. Exhausted, the rabbits arrive at the slaughterhouse where many of them will be killed while still completely conscious.

Italy is the second largest producer of rabbit meat in the world, killing more than 175 million of these animals every year.

The petition led by Animal Equality and LAV has gathered more than 68,000 signatures demanding that rabbits are granted the same welfare protection as dogs and cats in Italy. ●

[i A N I M A L]

INNOVATION FOR A BETTER WORLD

Our pioneering virtual reality project iAnimal continues to grow. Thanks to the generosity and support of our donors and volunteers, more than 22,000 people in the United States, Germany, England, Spain and Italy have experienced the life of a factory-farmed animal, and we will soon expand this programme to Mexico and India!

Our innovative virtual reality videos have been covered by the media and received awards from around the world. In Germany, iAnimal received one of the most prestigious web video awards in the category of virtual reality.

We also attended the Sundance Festival where we worked together with Condition One to present "Factory Farming," a virtual reality documentary in which our Director of Investigations Jose Valle takes us inside the horrifying factory farms of Mexico.





Brilliant actor and animal rights activist, Peter Egan, has introduced and lent his voice to iAnimal.

Our virtual reality projects have been covered by the most important media outlets in the world, including powerful pieces in El País and La Stampa, and on Telecinco, the BBC, CNN, NPR and Spiegel.

Sam Dolnick of the New York Times said that he knew all about the cruel practices of the meat industry, but was never persuaded to give up meat until watching iAnimal.

During the last few months, we have also brought iAnimal to the most

important universities around the world, encouraging students to make more conscious dietary choices. So far, we have visited Harvard, Columbia, Yale, Berkeley and Stanford, among others in the United States;

Oxford and Cambridge in England; and Humboldt and Heidelberg Universities in Germany. We have also started our campaign at several universities in Spain and Italy.

We have also attended numerous events and festivals around the world with iAnimal. In England, we attended the Bristol and Brighton VegFests, as well as London's Pride in the Park. In Germany, we attended the Sentience Conference, an international meeting in which relevant

figures in the animal rights movement debated the effectiveness and the future of animal advocacy strategies. In Italy, we participated in the famous Terzani Prize, and in the United States, we have been to two of the most important festivals in Los Angeles: LA VegFest and LA Pride.

As we constantly strive to improve our projects, we have initiated a study to test the effectiveness of virtual reality videos compared with conventional ones. This pilot study will be developed in depth at the end of the year and the results will help us to develop virtual reality projects that enhance the already shocking effect that viewers experience.

Animal Equality has shared iAnimal and collaborated with 68 organizations and advocates to bring virtual reality around the world! ●







INTERVIEW

SARAH PICKERING

Sarah Pickering is the new International Communications Director at Animal Equality. For many years, Sarah has worked for some of the most important newspapers and organisations in the world. Through this interview, you will be able to meet Sarah and learn more about the work she will do at Animal Equality. We are thrilled to have her join our team!

What is your background and what drives you?

Originally a journalist, I'm motivated by protecting people, animals, and the environment.

My first job in animal protection was 10 years ago for WSPA. As Senior International Media Manager, I worked on global campaigns ranging from anti-whaling to stopping the long distance transport of farmed animals for slaughter. My life changed as my eyes were opened to the cruelty and injustice inflicted on animals. I also worked as a disaster relief field reporter alongside veterinarians after the earthquake in Pakistan in 2005 and after cyclone Sidr in Bangladesh in 2007, among other countries.

Working in disaster relief gave me the opportunity to make an imme-

diately difference on the ground while gathering stories that helped educate and raise money to save animals. I've also worked on educational initiatives and alternative forms of livelihood for villagers in rural Kenya, as the Communications Director for Copenhagen Climate Change for the United Nations Climate Conference (COP15), and for the Foundation for Environmental Education and the Equal Rights Trust.

More recently I've consulted for organisations such as Greenpeace International, Compassion in World Farming, and HSUS's coalition Citizens for Farm Animal Protection, which recently succeeded in getting a measure on the November 2016 ballot that will end the cruellest confinement of pregnant pigs, veal calves, and egg-laying hens. If you're a registered Massachusetts voter, vote YES on Question 3!

What are some of the most important aspects of your communications work?

Telling inspiring stories about individual animals or the people who work tirelessly to protect them is key to changing hearts and minds. While statistics are important, it is stories that people remember and that have the greatest impact. The first post of Animal Equality's that I retweeted was about Gloria the chicken who was recently saved from a factory farm dumpster in the UK and has been transformed from a nameless, abused bird who was near death to a thriving, larger than life personality, who brings happiness to all who encounter her.

Communications cross cuts all of our work and at the heart of it is people

and the way that we treat each other. Working in multiple countries, and in different time zones, languages and cultural contexts can be challenging. The key is developing respectful working relationships and strong internal communication protocols that lead to the sharing of ideas and a great team spirit.

It is also important for an organisation to have a distinctive voice that underscores its mission and values, for example, inspiring compassion for animals through innovative educational tools such as iAnimal. Consistency and authenticity are also key, as is understanding our audience and being a source of ongoing support and encouragement with timely information and tools. We must also provide ways to take action and get involved, whether by volunteering, signing petitions or sharing content.

If we make people feel judged or helpless we will not create positive change for animals. We also need to provide people with resources to support lifestyle changes, like our LoveVeg site, popular in Germany and soon to be released in the US and UK!

What are you most excited about working on for Animal Equality?

I'm incredibly excited about using my skills and experience to bolster the groundbreaking work of Animal Equality internationally. Releasing the next iAnimal 360 experience with amazing footage from our investigators is both an honour and a responsibility.

The virtual reality technology we use enables viewers to have an immersive insight into the lives of animals on factory farms. I urge you to try it when you have the opportunity. We'll also have an app soon!

Most of all, I'm looking forward to working alongside such a strategic, innovative, and compassionate group of people to save animals, and to get to meet and learn more about our generous donors, volunteers and supporters.





How can our supporters help you in your work?

There are so many ways in which you can make a difference for animals—from what you choose to eat and the products you buy, to encouraging others to try veg, sign petitions, and share social media content. Together we're 'The Voice' for animals and without you we wouldn't be able to achieve all we do. Keep being a positive advocate for farmed animals, share all the wonderful ideas you have and never ever give up inspiring others and believing that together we will stop animal cruelty.

What do you enjoy doing when you are not working?

I love photography. I also love being outdoors and in nature, particularly by the ocean, as well as the forest and mountains. Being close to any natural body of water brings me peace and usually the urge to dive in and swim! I also come alive when travelling and I have been incredibly privileged to visit more than 40 countries in my work. Many of the people I've met along the way are now dear friends and family of choice. My partner and I also love hosting people and cooking delicious vegan food together—Lighter being one of our favourite ways to get new recipes. Couple that with a glass of red wine, some art, literature, or a great Netflix show, and I'm feeling more than a little fortunate. ●



SAVING LIVES

BEING EFFECTIVE SAVES MORE ANIMALS

— “ —

Animal Charity Evaluators has chosen Animal Equality as a Top Charity for a second year in a row, meaning they consider Animal Equality to be one of the most effective charities with the highest impact for animals.



ANIMAL CHARITY
EVALUATORS

— ” —

We want you to be one of the first to find out about the main projects we will be developing over the next few years. The foundations of our work will be innovation, international work, and the ongoing search for the most effective strategies.

At Animal Equality we know the importance of setting up measurable objectives. As an organisation, we have adopted a philosophy of continuously analysing our campaigns and programmes, which makes us more effective. Being more effective leads to a major reduction of farmed animal suffering and a greater number of lives saved. Due to this, and other reasons, Animal Charity Evaluators has named us one of the top-three most effective organisations in the world for two consecutive years.

Why farmed animals?
The answer is simple: there is no other human activity that causes greater suffering to the greatest number of victims than factory farming.

At Animal Equality we carry in our hearts the terrible suffering of these animals around the world. Our sole purpose is to help and defend them by showing their realities to consumers, politicians and companies in order to promote stronger legislation and create a more conscious society.

To achieve much-needed change, we have developed an elaborate strategy that we would like to share with you. We focus our work in three major action areas within which we develop all our programmes and campaigns:

EDUCATION

Through our investigations and educational programmes, we show to millions of consumers the reality in which farmed animals live every day. With this approach, we push for a change in their eating habits, and this in turn greatly reduces the number of animals dying in farms and slaughterhouses. By encouraging consumers

CORPORATE OUTREACH

We help companies move forward in matters of animal welfare, encouraging them to eliminate the worst and cruellest forms of animal abuse. Our priority is to eliminate practices such as extreme confinement and mutilations of animals in factory farms.

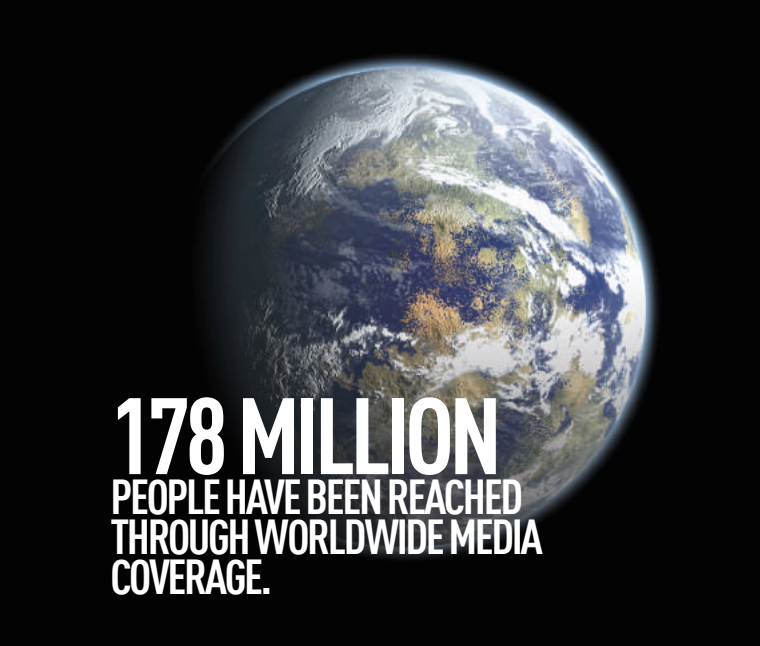
LEGISLATION

Our international teams work to identify the ideal settings in order to create groups who can pressure politicians and legislators. We only do this work in countries and situations where we are guaranteed to succeed. Our objective is to make progress in animal welfare legislation and to ensure that existing laws are strictly followed by the food industry. ●



Thomas Hecquet, Animal Equality Germany
Co-Executive Director at the European Parliament.

to be more conscious in their choices, they hold ever-increasing power to demand more products that are free from animal suffering.



178 MILLION
PEOPLE HAVE BEEN REACHED
THROUGH WORLDWIDE MEDIA
COVERAGE.



70%
OF ITALIAN CONSUMERS
REFUSED TO EAT LAMB ON EASTER
SUNDAY THIS YEAR THANKS TO OUR
INVESTIGATION AT LAMB FARMS
AND SLAUGHTERHOUSES.



70 MILLION
PEOPLE HAVE WATCHED OUR
INVESTIGATION ON CHICKEN INCUBATORS.



4.5 MILLION
VIEWS OF ANIMAL EQUALITY'S
VIDEOS ON YOUTUBE.



150,000
PRO-VEG LEAFLETS
HAVE BEEN
DISTRIBUTED.



6
INVESTIGATIONS
ON ANIMAL
CRUELTY WERE
LAUNCHED.



22,000
PEOPLE EXPERIENCED iANIMAL.

OUR IMPACT IN NUMBERS
OVER THE LAST SIX MONTHS

SUCCESSSES



Animal Equality's International Director, Sharon Nunez, alongside Bruce Friedrich and Jon Camp giving a talk at MIT in Boston.



Ria Rehberg, Animal Equality's Director in Germany giving a conference at Sentience Politics Conference in Berlin.

RAISING AWARENESS

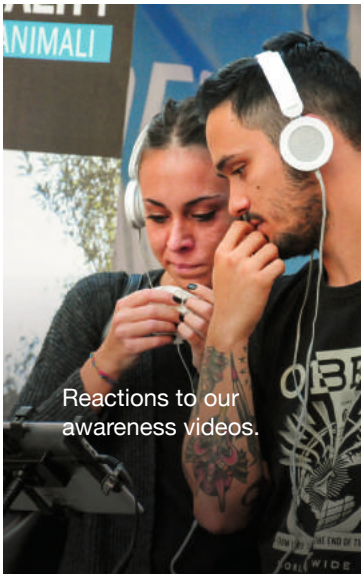
WE ARE THE VOICE OF FARMED ANIMALS



Javier Moreno, one of our International Directors, speaking at the cultural event Capital Animal in Madrid.



Reactions to our virtual reality project.



Reactions to our awareness videos.



Promoting our campaigns.

A portrait of Jaya Bhumitra, a woman with long dark hair, smiling. She is wearing a black blazer over a pink top and a multi-strand necklace. The background is a light-colored wall with horizontal lines.

INTERVIEW

JAYA BHUMITRA

Jaya Bhumitra is the new Director of Corporate Outreach at Animal Equality. Jaya earned a bachelor's degree from Georgetown University with a double major in international business and marketing. Throughout her experience, Jaya has assisted some of the most important companies in the world to change and improve their animal welfare regulations. Without a doubt, we have found the best person to lead our Corporate Outreach department!

How did you become interested in animal issues?

My affinity for animals developed from reading classic childhood books, such as *Charlotte's Web* and *Mrs. Frisby and the Rats of NIMH*, and growing up with an array of animal companions, including dogs, cats, hamsters, rabbits, parrots, chickens, goats, and horses. They were my confidantes and friends.

I was particularly inspired by our chickens, Cluck and Doodle, who were obviously as smart and social as their dog and cat siblings. Awed by their abilities, I became the first vegetarian in my family at age 9. I also became an activist, founding an animal welfare and environmental group at my elementary school.

What drove you to work in animal protection professionally?

In 2008, I learned how animals suffer on industrialised farms from the campaign for Proposition 2, a California ballot initiative that proposed to outlaw the cruellest forms of confinement for pregnant pigs, veal calves, and egg-laying hens. Previously unaware of the problems with dairy and eggs, I immediately became vegan and then canvassed on behalf of the campaign until the election. The landmark legislation won by a landslide and was implemented in 2015.

That success led me to change course professionally. I joined the farmed animal protection group Compassion Over Killing, where I successfully lobbied the Los Angeles City Council to adopt a Meatless Monday resolution and campaigned to sway Subway, the largest restaurant franchise in the world, to introduce vegan options. I also spearheaded the annual U.S. VegWeek celebration to empower

thousands of veg-curious people to choose more compassionate foods.

Most recently, I served as director of corporate outreach for the farmed animal advocacy organisation Mercy For Animals, where I successfully encouraged major food companies, grocery stores, and restaurant chains to adopt animal protection policies.

What is corporate outreach and how can it help change the world for animals?

I have a background in business. I earned a bachelor's degree from

experience, I have seen firsthand how working directly with the decision-makers who establish business policies can effectively and efficiently influence change.

That is the goal of corporate outreach: to compel companies to implement meaningful changes to reduce the suffering of farmed animals. Whereas diet change initiatives encourage individuals to go vegan one at a time, corporate animal protection policies can affect millions of animals in one fell swoop.

Case in point is my work as a lead negotiator with Perdue Foods, one of the largest poultry producers in the U.S. Following seven months of discussions, Perdue announced a precedent-setting commitment to improve animal protection. While there is still work to be done, Perdue's commitment is the most comprehensive animal welfare policy ever adopted by a major chicken producer. Of the more than 8 billion chickens killed for meat annually in the U.S., Perdue's policy will reduce the suffering of nearly 680 million birds on 2,200 farms.

Additionally, I engaged in corporate outreach and collaborated on campaigns that propelled seven out of the top 25 U.S. grocers—including some of the largest such as Albertsons/Safeway, Kroger and supervalu—to eliminate cruel cages that severely confine

egg-laying hens. While cage-free doesn't mean cruelty-free, these policy changes will spare tens of millions of birds a life crammed in cages so small they can't even fully spread their wings. It's not freedom, but it's progress.



Georgetown University with a double major in international business and marketing, after which I joined APCO Worldwide, a global public affairs firm where I spent five years serving multinational clients and trade associations—including one year in New Delhi establishing the company's Indian operation—and cultivating expertise in issue advocacy, corporate positioning, crisis and reputation management, litigation communications, and media relations. With this



What are you excited about working on for Animal Equality?

I am thrilled and honoured to join the winning team at Animal Equality. For the last decade, AE has been shedding light on the industries that most exploit animals through hard-hitting undercover investigations and most recently the use of virtual reality technology via the iAnimal campaign.

The groundbreaking use of this cutting-edge technology to advance animal causes demonstrates AE's creativity, vision, savvy and heart. These are qualities I value and intend to bring to the table myself as we endeavour to enact corporate policies that will improve the lives of millions of farmed animals. I am also excited to apply my international academic and professional knowledge while working with AE's all-star international team to create change for animals on a global stage.

How can our supporters help you in your work?

You can support our important corporate outreach work by signing up to volunteer. We'll ask you to take easy, one-minute actions right from your desk or home such as posting a comment on a company's Facebook page or calling a CEO. Simply email us at info@animalequality.org with the subject line "Corporate Campaigns" to be added to our corporate outreach task force and we'll be in touch soon!

What do you enjoy doing when you are not working?

I serve on the board of New Leaders Council, a prestigious association that develops emerging leaders in the U.S. My participation has allowed me to introduce activists from all issue areas to the idea that animal oppression is too a social justice issue, and an intersectional one with far-reaching effects on workers, world hunger, the environment, and personal and public health.

I am also editing *The Enlightenment Adventures* trilogy, a series of animal rights-themed novels written by Christopher Locke, my talented partner in life and advocacy. The acclaimed first book, *Persimmon Takes on Humanity*, was released last year. In addition, I love travelling, cooking, hiking, running, indoor cycling, and most recently have taken up hip-hop dance classes. However, my favorite moments are spent with Chris and our animal companions—the loves of my life—Tin Tin, Midge, Cupcake, Chico, and Rascal. ●



Animal Equality is a voice for farmed animals all over the world inspiring society to adopt compassionate food choices and convincing companies to change policies in favour of animals. Animal Equality works to achieve long-term social change through educational initiatives, investigations, corporate outreach and legal advocacy.

Animal Equality would not be possible without you. Thank you for being by the side of the defenseless and for being part of our team. You are changing the world for animals and that deserves our full admiration.

We would love to hear your opinion!

Animal Equality

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*It takes nothing away from a human
to be kind to an animal*

—
JOAQUIN PHOENIX

—— ” ——

animaleQUALITY