

August 6, 2008

Megan Webb  
West Virginia Beef Queen  
c/o The West Virginia Cattlemen's Association

**Via e-mail: [wvca@wvbeef.org](mailto:wvca@wvbeef.org)**

Dear Megan,

We heard that you've been crowned the 2008 West Virginia Beef Queen, and I regret to tell you that we've got a "beef" with you about that. In fact, we have a challenge to make.

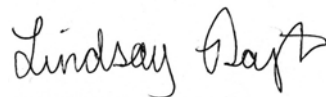
Beef consumption is directly connected to cruelty to animals, life-threatening diseases, and the destruction of the environment, so we hope that you'll learn more about why denouncing beef is the responsible thing to do. We would be happy to send you all the information that you will ever need to make the switch to a vegetarian diet. If you feel that you'd rather fight than switch, we suggest resolving this the old-fashioned way. **One of PETA's lovely Lettuce Ladies would like to challenge you to a tofu wrestling match.**

Eating the fat- and cholesterol-packed animal flesh that you promote increases people's risk of suffering from the three biggest killers in the country—heart disease, cancer, and stroke—as well as diabetes and obesity. According to the American Dietetic Association, vegetarians are less likely to develop these conditions. In fact, vegans—people who don't eat any animal products—weigh 20 to 30 percent less, on average, than their meat-eating counterparts, and vegans have more energy and a longer lifespan as well.

Whoever loses the tofu wrestling match will have to watch a video and eat a meal chosen by the winner. If the match goes forward, a reformed rancher has agreed to offer a **prize of \$5,000** that would go to any mutually acceptable charity.

Please contact me today at 757-943-7456 or [LindsayR@peta.org](mailto:LindsayR@peta.org) so that we can plan the event. I look forward to hearing from you.

Sincerely,



Lindsay Rajt  
Campaigns Manager



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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TO PROTECTING  
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