

November 5, 2009

Governor-Elect Chris Christie

[REDACTED]

**Via e-mail:** [REDACTED]

Dear Governor-Elect Christie:

Congratulations on your win. On behalf of PETA's more than 2 million members and supporters worldwide, including tens of thousands across New Jersey, may we urge you to make a simple change before you take office? It's a change that will have a positive impact on your health and animals and might just inspire your constituents to become healthier, too: Take PETA's 30-day Pledge to Be Veg at [PETA.org](http://PETA.org).

As you've said, your weight has long been a struggle for you, and it even became a target of your opponent's attacks during your campaign. Now that you've *won*, it's time to *lose*—the weight, that is—and there's no better way to melt away the pounds than by adopting a healthy vegan diet. Studies show that meat-eaters have nine times the obesity rate of vegans. The American Dietetic Association has pointed out that "vegetarians, especially vegans, often have weights that are closer to desirable weights than do nonvegetarians." Vegans also have lower rates of many life-threatening diseases, including cancer, diabetes, and heart disease. It's easy to get all the nutrients you need from a vegan diet rich in fruits, vegetables, beans, nuts, seeds, whole grains, and soy foods. And since all vegan foods are cholesterol-free and most are low in fat and calories, you don't have to worry about counting calories or restricting portions. If you take our pledge, you would be in good company: Newark mayor Cory Booker is also a committed vegetarian.

Not only does going vegan do wonders for our health, it's also a lifesaver for animals. Every vegan saves 100 animals each year from the cruelty of the meat industry, in which chickens and turkeys have their throats cut while still conscious, piglets have their tails and testicles cut off without any painkillers, and fish are suffocated or cut open while still alive on the decks of fishing boats.

If you're ready to do something wonderful for your own health, help stop animal suffering, and inspire other New Jerseyites to be environmentally conscious as well as kind and fit, please take PETA's 30-day Pledge to Be Veg. To get you started, we'll send a chef to your office to prepare your first delicious, nutritious vegan meal: Gardenburger Riblets (delicious faux ribs made of plant protein and spices), dairy-free mashed potatoes, and low-fat vegan apple pie. Please have one of your staff contact me to arrange a date, and thank you for your time and consideration.

Sincerely,



Tracy Reiman  
Executive Vice President