

April 20, 2009

Craig Glenday
Editor in Chief
Guinness World Records Ltd.

1 page via fax: [REDACTED]

Dear Mr. Glenday,

On behalf of People for the Ethical Treatment of Animals (PETA) and our more than 2 million members and supporters worldwide, I am writing regarding the upcoming attempt by fast-food giant KFC to set the record for the largest group "chicken dance" at Talladega Superspeedway. In the past, Guinness has rightly stated that it will "not accept records based on the killing or harming of animals." I urge you to go a step further and refuse to accept any records from companies that have refused to adopt even modest humane reforms that would reduce the needless suffering of animals killed for their fast-food restaurants.

Video footage, which KFC executives have seen and which has been shown on television all over the U.S., shows KFC's suppliers forcing birds into metal shackles, often breaking their wings and legs. Many are still alive when they are dragged through tanks of scalding-hot water. Workers at a KFC "Supplier of the Year" were documented stomping on live birds, spitting tobacco into their eyes, and spray painting their faces. KFC abuses chickens in ways that could warrant felony cruelty-to-animals charges if dogs or cats were the victims. The company has done nothing to stop the worst abuses of chickens, despite the availability of a far less cruel slaughter method that is cost-effective. In fact, five of KFC's animal welfare advisors resigned out of frustration with KFC's utter lack of progress.

The *Guinness Book of World Records* celebrates real achievement—it should not be used to publicize stunts by cruel, unethical companies such as KFC. Please contact me at [REDACTED] or [REDACTED] to discuss this issue further. Thank you for your consideration.

Very truly yours,



Ingrid E. Newkirk
President



PETA

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TO PROTECTING
THE RIGHTS OF ALL ANIMALS