



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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PETA.ORG

February 28, 2008

Sarah Blanchard, Agent  
Teles Properties

Dear Ms. Blanchard:

On behalf of PETA and our more than 1.8 million members and supporters, I am writing regarding your company's sale of Cahuenga Peak, the parcel of land above the famed "Hollywood" sign. We want to work with Teles Properties and your client Fox River Financial Resources to urge the good people of Los Angeles to switch to a healthy, humane vegetarian diet by erecting a sign reading, "GO VEG" on the mountaintop land, spelling out the phrase, "GO VEG HOLLYWOOD."

Why "GO VEG HOLLYWOOD"? As you may know, Los Angeles is already a hotbed of both healthy eating and compassion for animals. Many celebrities, for example, enjoy exclusively vegetarian food, including Alicia Silverstone, Natalie Portman, Joaquin Phoenix, Forest Whitaker, Casey Affleck, and many more. They know that vegetarians are less prone to America's worst health plagues, including heart disease, cancer, diabetes, and obesity. And they also know that the best way to help the billions of animals who are abused, drugged, and violently killed by the meat industry is to switch to a vegetarian diet. To learn more about why so many prominent Americans are going meat-free, check out [GoVeg.com](http://GoVeg.com).

As an animal protection charity, we are unable to afford the \$22 million asking price for the land. Instead, we are proposing to rent the land from you until it is sold to a permanent buyer. In the short time that our sign is up (see the proposed design, attached), millions of people would see it and hopefully be inspired to make positive changes in their lives.

Please contact me as soon as possible to discuss a price and how we can proceed from here. Thank you very much for your consideration.

Sincerely,

Lisa Lange  
Senior Vice President

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS