

November 25, 2008

The Honorable Marcelo Ebrard
Mayor of Mexico City

Via e-mail

Dear Mayor Ebrard,

On behalf of People for the Ethical Treatment of Animals (PETA), an international animal rights organization with more than 2 million members and supporters worldwide, I applaud your initiative to improve the sexual health of Mexico City's citizens. But may I respectfully point out one significant flaw in your plan? You don't need to give away Viagra or other pharmaceuticals to help the elderly improve their love lives. All you need to do is encourage them to adopt a vegetarian diet!

Scientists originally believed that anxiety caused impotence, but according to the Erectile Dysfunction Institute, up to 90 percent of all cases of impotence are physical, not psychological. High cholesterol, obesity, diabetes, prostate cancer and inflammation, and hormonal imbalances cause the vast majority of all cases of impotence. The good news is that medical science suggests that all these conditions can be managed or in some cases even prevented with a low-fat vegan diet.

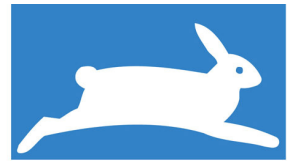
Viagra and other anti-impotence drugs might give men a long night, but a vegetarian diet could give them a long life. Numerous physicians and nutritionists agree that the best way to prevent artery blockage as well as multiple other conditions that cause impotence is to eat a diet high in fiber, including plenty of fruits, vegetables, and whole grains. These foods scrub plaque off the arterial walls to get the blood flowing to *all* major organs.

We urge you to consider promoting a vegetarian diet to help the citizens of Mexico City be happier and healthier, in and out of the bedroom, without artery-clogging animal products on their plates. PETA's "[Vegetarian Starter Kit](#)" is filled with delicious recipes and tips on switching to a vegetarian diet. Thank you for your consideration.

Sincerely,



Tracy Reiman
Executive Vice President



PETA

PEOPLE FOR THE ETHICAL
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AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS