

July 2, 2007

George R. Zoffinger, President
New Jersey Sports and Exposition Authority

Dear Mr. Zoffinger:

On behalf of PETA and our more than 1.6 million members and supporters worldwide, I am writing to ask that you honor the spirit and goal of the Live Earth concert on July 7 by ensuring that only vegetarian food will be sold at the event.

In a recent U.N. report titled *Livestock's Long Shadow: Environmental Issues and Options*, scientists conclude that **raising animals for food generates more greenhouse gases than all the cars, trucks, ships, and planes in the world combined.** They go on to point out that the meat industry is **“one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global.”** Researchers at the University of Chicago have determined that switching to a vegan diet is more effective in countering global warming than switching from a standard American car to a Toyota Prius.

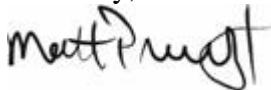
Luckily, there is a wide array of delicious and healthy vegetarian food that can easily be served at a stadium, including veggie dogs, veggie burgers, vegetarian burritos, and more. The majority of Major League Baseball parks now sell veggie burgers or veggie dogs, and some are serving even more exotic mock meats like Philly faux-steak sandwiches and veggie bratwurst.

Selling meat at a concert to benefit the environment would be like selling cigarettes at an anti-cancer fundraiser. By only selling vegetarian foods at the concert, you will send a strong message that people need to change their dietary habits to save the planet while introducing people to delicious new foods.

We would be more than happy to put you in touch with our many contacts in the vegetarian food industry or to help you in any other way that we can. Please contact me so that we can get started right away.

Thank you for your consideration.

Sincerely,



Matt Prescott, Manager
Vegan Campaigns



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS