

May 13, 2009

Jerry Mack, City Services Director  
Sanitation Department  
310 W. 12th St.  
Ashland, OH 44805

[REDACTED] (fax)

Dear Mr. Mack:

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 2 million members and supporters, including thousands in Ohio, to offer you a chance to cover some of the costs of your struggling recycling program. Across the U.S., recycling programs have suffered in the wake of the economic downturn, and with Ohio's increasing economic woes in mind, we want to offer to help your city maintain its successful program. We have designed an ad (attached) that reads, "Vegetarians Do It to Save the Planet. Meat Trashes the Planet: Be Green—Go Veg" that we'd like to pay to place on your recycling trucks. The ad would boost program revenue while also displaying a lifesaving and planet-saving message.

Interest in "going green" has hit an all-time high, and people everywhere are scrambling to reduce the size of their carbon footprints. **While recycling is one way to minimize one's negative impact on the environment, going vegetarian is the most effective way.** In fact, in a recent 408-page U.N. report titled *Livestock's Long Shadow: Environmental Issues and Options*, scientists concluded that raising animals for food generates more greenhouse-gas emissions than all the cars, trucks, ships, SUVs, and planes in the world *combined*. The report goes on to call the meat industry "one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global."

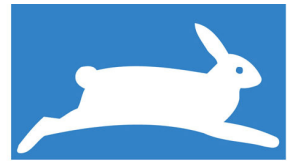
In addition to trashing the planet, meat-eaters also contribute to enormous animal suffering. Most chickens, pigs, fish, and cows raised for their flesh are crammed into small spaces on filthy factory farms, where they are drugged, mutilated without the benefit of painkillers, and finally slaughtered, often while they are still conscious.

Putting PETA's ad on your recycling trucks is a potential win-win-win move: It will educate the public about the single most effective way to "go green," spare the lives of billions of animals who are slaughtered for food each year, and produce revenue for your program during these hard economic times. Thank you for your consideration.

Sincerely,



Sarah King  
Director



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

501 FRONT ST.  
NORFOLK, VA 23510  
757-622-PETA  
757-622-0457 (FAX)

PETA.org  
Info@peta.org

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ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS