

March 24, 2009

Janet Olsewski, Director
Department of Community Health

Via e-mail: [REDACTED]

Dear Ms. Olsewski:

On behalf of People for the Ethical Treatment of Animals (PETA) and our thousands of members and supporters across Michigan, I am writing with a proposal to help keep the Tobacco Quit Line running during the current budget crisis. PETA would be willing to provide assistance to keep the hotline operational if you agree to rename it the "Cancer-Prevention Hotline" and provide callers with educational materials on the link between cancer and the consumption of meat and dairy products, in addition to anti-smoking information.

Research has shown that eating meat and dairy products dramatically increases the risk of developing various types of common cancers. A major study by Harvard University in 2006 found that people who eat grilled chicken frequently have a 52 percent higher risk of contracting bladder cancer than people who never eat it, and a multitude of studies have linked eating beef to colon cancer. In addition, a 2007 study published in the *British Journal of Cancer* of more than 35,000 women found that women who ate the most meat were more likely to develop breast cancer than women who consumed the lowest amount of meat. And meat consumption isn't just linked to cancer—according to the American Dietetic Association, vegetarians are also less prone to heart disease, diabetes, and obesity than meat-eaters are.

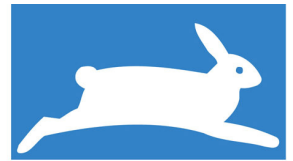
In addition to receiving anti-smoking literature, callers who leave their contact information on the automated hotline would also receive a free copy of PETA's "Vegetarian Starter Kit." The kit is packed with delicious recipes and information on the many benefits of going vegetarian: Not only is going vegetarian a great way to protect our health, it is also the best thing that anyone can do to reduce greenhouse-gas emissions and prevent cruelty to animals on factory farms (in transit and in slaughterhouses). We all want to defeat cancer, and the state of Michigan can help make this happen by encouraging residents kick the meat habit.

Please contact me at [REDACTED] or [REDACTED]. Thank you for your consideration.

Sincerely,



Tracy Reiman
Executive Vice President



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

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS