

July 17, 2009

Mary Jarvis
[REDACTED]

Dear Ms Jarvis,

On behalf of People for the Ethical Treatment of Animals (PETA) and our hundreds of members and supporters in Syracuse, I am sorry to hear about the recent theft of your day care's playground equipment. Exercise and healthy eating are both crucial to a healthy childhood. That's why'd like to pay to replace your 'Clubhouse Climber' if you will in return allow us to attach signs to it encouraging parents to make the connection between Junior's "baby fat" and chicken nuggets and cheeseburgers. The ad depicts an overweight child and reads, "Is your Cherub a little Chubby? Go Vegetarian!"

Childhood obesity and its related health problems have reached epidemic proportions, and fat-and-cholesterol packed animal products are leading culprits. By the age of three or four, an astounding one in five children is already overweight and some are even showing signs of Type 2 diabetes, which used to be thought of as a strictly adult disease. Furthermore, even at this age, children are showing signs of the types of artery changes that lead to heart attacks later in life. According to the American Dietetic Association—the nation's largest organization of nutrition professionals—vegetarian diets are appropriate for all stages of life and vegetarians are less prone than meat-eaters to obesity, diabetes, heart disease, cancer and other health problems.

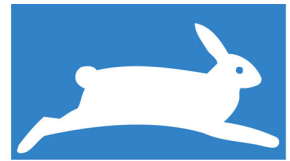
By urging parents to give kids healthy, nutritious vegetarian meals, we can help stop our youth's *slide* towards ever-worsening obesity and help them *swing* back towards good health.

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

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AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS