

February 2, 2009

Thomas Easterly, Commissioner
Indiana Department of Environmental Management
Indiana Government Center North
100 N. Senate Ave.
Indianapolis, IN 46204

1 page via fax

Dear Commissioner Easterly:

I am writing on behalf of People for the Ethical Treatment of Animals and our more than 2 million members and supporters, many thousands of whom live in Indiana, regarding the recent economic downturn's impact on your statewide recycling programs. We understand that budget cuts have halted the government funding that maintains Indiana's recycling programs, and we have a proposition to help ensure that you are able to continue to provide this much-needed service to your community. We have designed an ad, attached, with the tagline "Meat Trashes the Planet: Be Green—Go Vegetarian" that we'd like to pay to place on your recycling trucks to help cover the cost of your program while displaying a lifesaving and planet-saving message.

Interest in "going green" has hit an all time high, and everyone is scrambling to ensure that they 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, according to a recent 408-page report, *Livestock's Long Shadow*, U.N. 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 further points 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."

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 onto filthy factory farms, where they are drugged, mutilated without painkillers, and finally slaughtered, often while they are still conscious.

Putting PETA's ad on your recycling trucks is a potential win-win-win situation, one that 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 badly needed revenue for the state's recycling facilities. Please contact me to discuss our proposal. Thank you for your consideration.

Sincerely,

Tracy Reiman

Executive Vice President