

# FIGHTING CHANGE



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## LCA Goes All Out to Attack Fur!

**T**his holiday season, LCA is making best use of its campaign partnership with CAFT (Coalition to Abolish the Fur Trade). We're launching radio advertising, reward programs, and intensified campaigns against chain stores.

As the fur industry continues to buckle under the pressure of caring people, our fight grows stronger and more important to deliver lethal blows to the unethical fur trade: LCA is offering an unprecedented bounty for fur ranchers engaged in animal cruelty, we're letting consumers hear radio ads that depict exactly how mink suffer for fur coats, and we're continuing the growing campaign against Burlington Coat Factory to force the giant retailer to end its support of fur animal suffering.

## President's Message



Chris DeRose

### End of an Era, Beginning of a New One

As the century ends, the first wave of animal rights ends too. Even though it's only a couple decades old in this country, animal rights has already come a long way.

First we were bleeding heart hippies. Then we were animal rights whackos. We've even been called terrorists from time to time. Now we're usually mere "activists" in the public eye.

Labels have changed about us, and over the years, we've also watched many tactics come and go in our movement. Spray painting fur coats. Blocking the entrances to animal labs. Throwing tofu cream pies at animal exploiters. Sending out pictures and descriptions of animals being tortured. Doing crazy stunts for media attention about animal rights. Spying on animal abusers and then bringing them to justice. Civil disobedience. Lawsuits against the government. If there's a way to help animals directly or indirectly, it seems like an animal rights activist has somehow done it.

After 20 years, animal rights has become a real serious business. Many of the people who first laughed at us have seen us take major steps forward.

- ◆ The fur industry is collapsing.
- ◆ Meat consumption is going down.
- ◆ Politicians' reputations are being threatened, possibly enough to lose elections.
- ◆ Companies are being forced by consumers to end animal testing.

The animal rights movement has come a long way, but the rest of the fight is going to be tougher. While those animal abusers and exploiters were laughing at us, we made some headway. But now, corporations hire experts to tirelessly defend against our attacks of compassion. They've built and reinforced their defenses, and so it's an even tougher fight.

Because of this, there's no longer any room for ineffective tactics in animal rights. The people we fight now see us as a serious threat, and they're going to seize every opportunity to push us back.

This is the new battleground for our fight to free animals. Preparing to go into the next century, LCA has been assessing and examining our strategies. You've probably noticed over the years that our style becomes more and more refined. We're launching sophisticated, multi-level campaigns to target animal abusers in ways they've never seen. We're pursuing legal avenues, investigations, and what technology has to offer us. It's crucial to stay ahead of animal exploiters, and this is the path all of us must follow to continue to make a difference in the next century.

The century is changing, but animal suffering isn't. We'll continue to fight, and continue to make advances, thanks to you and your support.

For the animals,

Chris DeRose



### LCA STATEMENT OF PHILOSOPHY

Last Chance for Animals (LCA) recognizes all living beings as possessing intrinsic value, and as such they are entitled to certain basic rights. LCA believes that non-human animals are sentient individuals and should not be subjected to exploitation by humans. LCA does not accept a difference in

species as justification for wanton exploitation or oppression for any purpose. LCA opposes the use of animals for food, entertainment, clothing, and scientific curiosity. In addition, LCA recognizes the use of non-human animals in experimentation designed to cure human disease as both immoral and of questionable

scientific validity. LCA advocates conscious and informed lifestyle decisions and is committed to disseminating truthful information about societal animal abuse in order to improve the manner which animals are treated in the American culture.



# Burlington Stock Holders: You're Investing in Cruelty!

## CAFT/LCA Take the Fight to the Front Door

**O**n May 30, the CAFT/LCA team launched the attack on Burlington Coat Factory for selling fur and contributing to animal suffering. The company had previously ignored our numerous requests for dialogue.

Since the campaign started, we launched the project website, [www.SkinnedPuppy.com](http://www.SkinnedPuppy.com) to document how Burlington continues to sell canine fur despite being caught redhanded selling dog fur.

Burlington's excuse for selling dog fur was, "We thought it was coyote."

Since May 30, we've seen three days of action, each day with more than 30 protests at Burlington stores across the country.

Then we turned up the heat. CAFT's Director, JP Goodwin, became a Burlington Coat Factory stockholder earlier this year. He entered the October 21 stockholder's meeting to express his concerns about the company's sale of fur.



*CAFT/LCA gather outside the annual stockholders' meeting to show investors what their company causes.*

Meanwhile, protectors gathered outside to educate arriving and departing stockholders about the cruelty of fur, including a large photo of skinned coyotes. Burlington officials expressed displeasure at the disruption of their one annual opportunity to impress their stockholders and at the media attention the protest received.

Burlington Coat Factory, with its 260 stores selling reasonably priced clothing at high volume, is a major contributor to fur animal suffering—selling more fur than many exclusive

luxury fur stores. CAFT/LCA will continue the Burlington campaign until the giant retailer stops selling fur.

### What to Do?

Contact the company at (609) 387-7800 and let them know that you won't be shopping there during the holiday season. Stage a protest at your local store, or else just give flyers out at your local Burlington store during December. For a Burlington Action Pack, contact LCA at 310-271-6096, extension 21.

## What's This We Hear About Planned Giving?

### Beyond writing a Check to help animals

**M**any non-profit organizations push the concept of "Planned Giving," a term that's very ambiguous to the average donor. It's almost as if all of these non-profit groups expect you to be an accountant before you even attempt to do any sort of bequest or trust arrangement!

Bottom line, here's all you need to know about the term Planned Giving. This is a way to help a charity long into the future. Planned Giving basically refers to a variety of methods used to let you support your charity after today... without having to write a new check every time you want to send in a donation.

You can leave a gift in your will to help Last Chance For Animals. You just did Planned Giving!

You can establish a "trust" (an account that is supervised by a financial manager) with specific instructions about where the money should go. You just did Planned Giving again!

You are actually **PLANNING** the



future of your **GIVING** in these methods rather than just making a single donation today.

What's important to realize is that a person doesn't have to be wealthy nor elderly to develop a good plan for future giving. Not having excessive money is an important reason to be smart with planned giving, so you

can be sure to receive maximum tax benefits while also helping your favorite charity.

Please feel free to contact LCA's Executive Director, Eric Mindel, at 310-271-6096, if you'd like more information about LCA's Planned Giving program, "Eternal Chance For Animals."

### Keep Your Companion Critters Safe During Holidays



Simple prevention can ensure that you and your animals are safe during the holidays.

- ◆ Don't leave candles burning while unattended.
- ◆ Secure loose wires (especially blinking holiday lights) that may be tempting to chew and tug.
- ◆ Keep chocolate and candy away from the reach of cats and dogs.
- ◆ After you walk the dog in snowy weather, wipe the animal's paws with a warm damp cloth to remove any chemicals or salts used to melt snow.
- ◆ Keep decorative tinsel away from animals, which could cause internal damage if ingested.
- ◆ If you have a Christmas tree, make sure it's very securely mounted in case cats climb it or dogs play near it.

# Pepsi Also Blames Coke for Bullfight Support. Coke responds, "Sorry, we dropped it years ago!"

## Our PepsiBloodbath campaign gets more interesting

It's been a year since LCA teamed up with Steve Hindi's SHARK to push Pepsi out of bullfight sponsorship in Mexico. Pepsi has offered questionable statements, changing its position several times during the course of the year.

The latest untruth Pepsi offers is that their main competitor, Coca Cola, sponsors more bullfights than Pepsi. But the truth, stated directly from Coke in writing, is that the number one cola company years ago stopped its support of cruel bullfights.

To Pepsi, making millions of dollars off revenue generated by animal torture events is more important than telling the truth to its American consumers.



### What to Do?

Tell your friends to visit [www.PepsiBloodbath.com](http://www.PepsiBloodbath.com). Call Pepsi at 1-800-433-2652 and let them know what you think of their support of bullfights.

If you're a student or a teacher, please join the many school campuses around the country who are creating "Pepsi Free Zones" in protest of Pepsi's support of bullfighting. For more information, call SHARK at 630-262-9908.

### Indulge Your Decadent Sweet Tooth!

### A Chocolate Mousse For The Holidays



Ingredients (all available at your local natural foods store):

- 21 ounces extra-firm silken tofu (two packages)
- 1/2 cup brown rice syrup
- 1/3 cup semi-sweet chocolate, melted
- 1 teaspoon vanilla extract

Put all ingredients in a blender, and blend until smooth. Pour into single-serving dishes. Refrigerate before serving. Garnish with fresh mint leaves or orange peel.

# Coulston Foundation in Major Trouble

• • • • • Do chimps face future freedom? • • • • •

The New Mexico experimentation facility which has nearly one thousand primates is facing financial difficulties. Having lost significant funding after losing NIH contracts, Coulston learned that the FDA was ceasing its support of the vivisection lab. To Coulston, this represents almost half of its funding support.

The timing is excellent for LCA's extensive lawsuit against Coulston for civil damages we incurred as a result of Coulston's unethical and seemingly illegal attacks on LCA, our associates, and our business partners. The lawsuit is expected to last up to two years prior to court rul-

ing. Meanwhile, the financially distraught Coulston has yet another expense and liability to worry about.

**What to Do?**  
While we want to see Coulston end its chimp killing business, it's important that we find future homes for the animals once free from experimentation. Please contact your House Representative in Washington DC and encourage him/her to co sponsor Rep. Jim Greenwood's Post Research Chimpanzee Care Act.



**For background information, see [www.CoulstonKillsChimps.com](http://www.CoulstonKillsChimps.com)**

**LATE NEWSFLASH!**  
21 chimps to be sent to Chimp Care Center in Florida!

## Got an Extra Car? Then We've Got to Talk!

LCA's non-profit Autos For Animals program continues to grow. Many people have discovered how easy it is to donate their cars to Last Chance For Animals.

Here's how it works. First, you need an extra car. If you're buying a new car, you may wish to consider donating your old one. Second, you'll call LCA at 888-882-6462, extension 31. Third, you arrange a time to pick up the car. Fourth, you watch the car leave your driveway and

receive all the paperwork right in your hand. Fifth, you feel satisfied that you just made a major donation to help animals!

Here's how donating your car can help you. You receive a tax-deduction for the full market value of your vehicle, usually a value much greater than what a dealer would offer you as a trade-in. You don't have to advertise the car. You don't have to wash it, wax it, vacuum it, or even clean up all the little sunflower seeds from the rear



seat. It's an easy process for you, and you receive a nice tax-deduction.

Most of all, it's a great way to help animals!

**[www.Autos4Animals.org](http://www.Autos4Animals.org)**

# High School Students Accuse L.A. Zoo of Elephant Abuse

On October 27, a group of Santa Monica high school students calling themselves "Elefriends" announced they have evidence of elephant abuse at the Los Angeles Zoo. Further, the students accuse L.A. Zoo officials of a cover-up when directors discovered the abuse.

The evidence anonymously sent to Elefriends includes copies of memos between zoo veterinarians and the Los Angeles Zoo director regarding a female African elephant named Tara. According to the photocopied documents, in 1996 a zoo veterinarian named Dr. Gary Kuehn began investigating the cause of a wound near Tara's rectum. Copies of Kuehn's documents conclude that the wound was deep, infected, and caused

by a foreign object.

Kuehn's medical entry on August 11, 1996 on Tara's condition included a hypothesis, "There is a possibility that both lesions were caused by bull hooks."

Dr. Kuehn described his perception of prior L.A. Zoo policy in the same memo, "...I was ordered out of the elephant barn for a period of weeks, for the express purpose of allowing a new elephant calf to be abused unchecked. The modus was to treat the animals relatively well when on exhibit, then beat the hell out of 'em [sic] when no one was watching."

The high school students stated that they're determined to send the zoo elephants to sanctuary.

**Read the whole story on [AnimalNews.com](http://AnimalNews.com)**



Tara is an Asian elephant like this one.

## What to Do?

Ask District Attorney Gil Garcetti to launch an investigation into animal cruelty at the Los Angeles Zoo

District Attorney's Office  
County of Los Angeles  
18000 Criminal Courts Building  
210 West Temple Street  
Los Angeles, CA 90012-3210  
(213) 974-3512

We'll deliver animal action alerts right into your home! Join the hundreds of people on LCA's email list! Two or three times per week, LCA's Campaign Director sends you a quick action (e.g., phone call, fax, or letter) that you can do to make an immediate difference for animals! Send your name, geographic location, and email address to [info@LCAAnimal.org](mailto:info@LCAAnimal.org) and ask to join the Action Alert list.

## Pet Theft Awareness Get your community involved!



In February, LCA heads up the national Pet Theft awareness campaign. To learn how you can help educate your community, please contact LCA's Roland Vincent at 310-271-6096, extension 26, or send an email to [info@LCAAnimal.org](mailto:info@LCAAnimal.org)



# High School Students Respond

## LCA gets feedback after animal rights presentations

Representatives from LCA frequently visit high schools to lead discussions on the issue of animal rights. One of the more rewarding experiences that donors let LCA pursue is talking with youth about our philosophies. Teachers often send copies of written reactions from students who reflect on the talks:



"I think you should most definitely bring him back next year! I feel that [the LCA speaker] can change the way people think about animals and how they're treated. He changed how I felt."

Kim Y.



"He brought up a lot of animal rights issues that I had never really thought of. Things like experimenting on animals and taking animals captive for the circus or movies or entertainment. I had never given a second thought to those things until today. I realized that I don't think it's right for animals to be held captive in atmospheres they weren't raised in."

Crystal H.



"I absolutely loved this speaker not because I thought he was good or bad but because I love animals, and to have an adult feel the same way is so cool. He agreed with our feelings instead of telling us what to think and feel."

Jamie P.

**Won't you please  
make a donation to help  
animals who have no  
voice?**



Send your check or money order to:

### Last Chance for Animals

8033 Sunset Blvd., #35  
Los Angeles, CA 90046

Donations may also be made by Visa or MasterCard by calling LCA at (888) 882-6462

## Help us help the animals.

Your generous donation allows LCA to continue in its important work

Please check your donation amount. Thank you.

\$20    \$50    \$100    Other \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Please check here if you require a thank you letter. LCA does not automatically send thank you letters. This allows us to use more of your donation for program expenses to help animals. **Your returned check is your receipt.**



# Our Animal Cruelty Reward Programs Grow

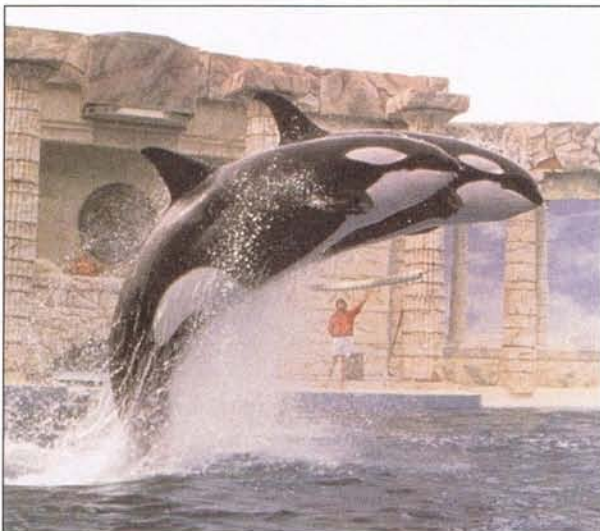
**A**t the beginning of the fur season this year, CAFT and LCA gave fur ranchers yet another reason to get out of the animal cruelty business. We've offered a \$25,000 reward for evidence that leads to the criminal conviction of a fur rancher.

Fur farmers already have to watch their backs from people who want to destroy their property in order to prevent suffering, and now we're dangling \$25,000 in front of their neighbors and employees to send us incriminating information that'll put the fur ranchers in jail.



## What to Do?

If you live in a state that has fur farms, you may wish to publicize the Fur Crime Reward campaign. For details, contact 310-271-6096, extension 26.



Orcas perform demeaning shows at Sea World in tiny tanks.

**D**id you know that Sea World has cycled through several whales named "Shamu"? The company trademarked the original Shamu's name, but many orcas have died as alias Shamu performers.

Glorified for saving JJ the Gray Whale in 1997, Sea World actually refused to rescue her from the beach where she nearly died. It wasn't until local marine mammal rescuers rented a truck and delivered JJ one hundred miles to Sea World's front door did the marine park accept her.



# Superior Court Judge to Luxury Mall, "You lose. LCA Wins."

## LCA Protects Free Speech in California

The latest development in a ten-month old lawsuit continues to be in favor LCA and other anti-fur activists. After being sued for trespass in December 1998 by San Diego's Fashion Valley Mall, we retained civil rights attorney Bing I. Bush, Jr. Though Fashion Valley Mall immediately received a preliminary injunction against all of the defendants, our attorney soon changed the judge's view of the lawsuit.

Bush convinced the court that Fashion Valley Mall had an unconstitutional "Expressive Activities" policy that prohibited speech on mall property which may be critical of mall stores. Then on August 20, the court announced that the very foundation of Fashion Valley Mall's Expressive Activities policy has been constitutionally flawed for years and thus could not be enforced in any manner. Because of this, the judge wholly dissolved the injunction against all defendants that had previously been ordered in this lawsuit.

After the court dissolved the injunction, Fashion

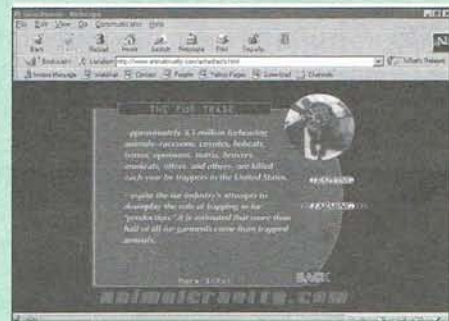
**The decision forces every shopping center and mall in California to examine and update its free speech policies, giving anti-fur activists (and other social activists) better protection of their rights.**

Valley Mall immediately amended its unconstitutional policies and again requested an injunction against the defendants. The Superior Court judge remained unimpressed by the mall's attorneys. He ruled that no injunction should be granted against the animal rights group nor other anti-fur activists.

Once we achieved better free speech protection for all Californians, LCA filed a motion to dismiss the charges and recover attorney fees. The plaintiff immediately agreed to dismiss the entire lawsuit, and the court will soon rule on the motion to recover our fees.

Our civil rights attorney, Bing Bush, comments, "It's my feeling that this lawsuit was all about an attempt to intimidate activists and muzzle free speech at Fashion Valley Mall by attacking innocent parties. I'm pleased to have had the opportunity to represent LCA and give activists a stronger voice at malls."

## They Like Our Website! AnimalCruelty.com Wins Awards



Earlier this year, working with LCA's good friend and rockstar Rikki Rockett, we launched the unprecedented AnimalCruelty.com. This website is the first fully animated "social statement" on the internet, complete with sound and photos to show viewers many of the ways that animals are exploited. After the several minute riveting and emotionally moving animated presentation, viewers see ways to find out more information and help end animal suffering.

Over the past few months, LCA received awards from a number of website review teams. Most impressive were awards from Netscape's Open Directory Project and from the original Cool Site of the Day.

LCA is educating hundreds of people daily via AnimalCruelty.com, introducing curious web surfers to the concept of animal rights.



# LCA Takes to the Airwaves in Major Cities to Educate about Fur Like Never Before

**W**ith our typical truthful and direct style, LCA is launching a radio ad campaign this winter to educate consumers in New York City, Chicago, and Los Angeles. It's a radio advertising campaign that's bound to create controversy and catch media attention around the country.

We took an actual recording of a mink being killed for fur, accompanied by the furrier's glib comments about how good

it feels to kill the animals, and we built a radio ad around it. The mink cries with pain as the fur rancher breaks the animal's neck. A narrator explains that caring consumers will avoid buying fur during this holiday season.

The fur industry doesn't want the public to know about the ugliness behind its products. With this radio ad, LCA reminds consumers that the furs in stores come from suffering animals.



If you would like a copy of this advertisement to air in your community, please contact LCA at 310-271-6096, extension 21, and we'll send you the information packet.



## Check Into This Easy Way to Help Animals! "Fighting Chance Fund"

At the request of many members, LCA now offers the ability for you to donate monthly directly from your checking or credit card account. There is no additional cost to you. For just a few cents a day, your monthly contributions can truly help LCA continue its important work, and you can feel good knowing your small monthly donation adds up to a world of difference for animals.

Please check the MONTHLY amount you wish to have automatically withdrawn from your account to help LCA give animals a fighting chance.

- \$6    \$9    \$15    \$20

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

I authorize LCA to automatically transfer the above marked amount once a month from my account as a donation to the organization. I understand LCA will never release my account information to any other entity, nor will LCA ever transfer more than the amount I have authorized in writing. LCA will automatically transfer the monthly donation until I provide notice in writing that I no longer wish to contribute to the Fighting Chance Fund.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please send this form, along with a voided check from your current account, to: Last Chance for Animals, 8033 Sunset Blvd., Suite 35, Los Angeles, CA 90046.

OR



ACCOUNT NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

## Not Enough Time to Send LCA Donations to Help Our Work?

### Sign up for automatic donations!



LCA can set up an automatic withdraw from your checking account or credit card on a monthly basis. For the same cost of a single fast food meal once a month, your support can make a world of difference for our important work! Please use the form on this page to sign up as a monthly contributor.

You can also set this up through the internet with your credit card. Go to [www.LCAanimal.org](http://www.LCAanimal.org) and click on the "Donate" button.

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Please send us your photos of your  
animal friends to include in our  
newsletter. Stories of rescues are  
appreciated but not required.  
Photographs should be sharply  
focused. We're sorry, but we cannot  
return any photos submitted for the  
newsletter. Unless otherwise stated in  
writing, submission of photos to LCA  
constitutes your agreement that we  
may use them to encourage compas-  
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dedicated to  
exposing and  
ending animal  
cruelty



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