



Protest: Gelson's, Stop Selling Rabbit Cruelty

**Last Chance for Animals Protesting at Sherman Oaks Store
Sunday, July 19, 2015 at 12 Noon**

LOS ANGELES, CA--(Marketwired - Jul 16, 2015) - Following an investigation into extreme, systematic cruelty at the Pel-Freez rabbit slaughterhouse in Arkansas -- which supplies meat to Gelson's stores in the L.A. area -- animal rights nonprofit Last Chance for Animals (LCA) is holding a protest to demand Gelson's stop selling Pel-Freez and all other rabbit meat.

Date: Sunday, July 19, 2015

Time: 12 noon

Place: Gelson's supermarket, 4520 Van Nuys Blvd., Sherman Oaks, CA, 91403

LCA's investigation at Pel-Freez uncovered shockingly cruel treatment:

- At the slaughterhouse, the killer delivered repeated blows to rabbits' faces with the killing knife's dull side.
- Terrified rabbits were then flipped upside down, and their legs snapped in half before being hung on a hook and decapitated -- all under the eye of Pel-Freez management. Many rabbits remained fully conscious.
- The brutal slaughter was prolonged as the killer's blade dulled, causing intensified sawing motions. Rabbits' agonizing screams were heard until the knife reached their vocal chords.

To view the undercover video and learn more about the investigation, visit www.RabbitCruelty.com. To view the protest Facebook page, [click here](#).

LCA president Chris DeRose sent a letter to Gelson's CEO Rob McDougall, delivered May 26, 2015, urging him to discontinue all sales of rabbit meat at Gelson's. McDougall has not responded.

"Rabbits are being tortured for their meat," said Nina Hauptman, campaigns director for LCA. "It's time for Gelson's to stop endorsing cruelty to rabbits."

Last Chance for Animals (LCA) is an international non-profit organization dedicated to eliminating animal exploitation through education, investigations, legislation, and public awareness campaigns. Since its formation in 1984, LCA has succeeded as one of the nation's pioneer animal advocacy organizations. LCA's Sam Simon Special Investigations Unit documents abuse in research labs, puppy mills, factory farms, and the entertainment industry, and works with prosecutors to put animal abusers behind bars. For more information please visit <http://www.lcanimal.org>.