LCA's big billboard erected outside the entrance to the Coulston Foundation has created even bigger controversy.

One of LCA's intense campaigns is focused against the Coulston Foundation, a primate experimentation lab in New Mexico. Coulston holds the world's largest colony of captive chimps, more than 600 altogether. These chimps suffer in experimentation, and we're determined to send them to sanctuary. See inside to learn more about this story.
President's Message

One of the campaigns you'll read about in this newsletter strikes a very personal note with me. I am not only a supporter of animal rights, but in my life I also got to know a chimpanzee who I helped rescue many years ago. This chimp, named Chuck, is as much an individual as you and I. Over the twenty years I've known him, I've learned so much respect for his intelligence and sensitivity.

Years ago, I was cooking in the house where Chuck lived. From the kitchen, I could see him in his outdoor enclosure. He was trying to reach for the keys that opened the door of his area. We kept the keys six feet away from Chuck's reach, and I wasn't too worried about him being able to reach them. But Chuck was determined to get those keys.

He grabbed a dog leash that was near his cage and kept tossing the end of the leash, trying to knock down the keys. After a few tries, his efforts paid off and the keys tumbled off the hook. I thought that Chuck would probably give up because the keys fell to the ground, still six feet away from him. But he didn't give up. He threw the leash again, and it landed on the keys. Chuck gently pulled the leash towards him. Over and over, he threw the leash, and inch by inch the keys came closer, finally within reach. He was so excited that he looked around to see if anyone was watching before he picked up the keys.

Now, I was already pretty impressed, but I knew for sure that he wouldn't be able to figure out which keys fit the three locks on the enclosure's gate. Wrong! By the time I saw that second lock pop open, I tell you, I was running out the door to make sure Chuck didn't get out and create havoc in the neighborhood. I got to him just as he was sticking the right key in the third lock.

When Chuck saw me run towards him, he immediately threw the keys back to where they were supposed to be, jumped up on a ledge, folded his arms on his chest, and looked in the opposite direction. He acted like he was completely innocent of anything that had just happened. I laughed at how he was trying to trick me, but this also made me realize just how much I realized I wasn't dealing with a "simple beast" that some people would call him. Chuck has intelligence, sensitivity, and even a sense of humor, as do many animals.

Because I personally know a chimpanzee, it sickens and angers me even more that there are people out there torturing these beautiful primates in the name of "science." No ethical crime against animals seems as horrible to me as intentionally torturing them just to satisfy someone's sick curiosity and greed.

Our fight against vivisection focused on the Coulston Foundation has really hit home for me. This is because those "scientists" are causing suffering to 600 individuals who are as intelligent and sensitive as my chimpanzee friend Chuck. And I can't stand idly by and let that happen. LCA won't stand by either. We must directly fight Coulston in the public eye and keep exposing what happens to these poor animals.

I commit to you that my fight, our fight, is to save these chimps. We intend to use every resource we have to keep letting the world know of the evils going on at the Coulston Foundation, and we need your help to save these chimps.

Your support means so much to LCA, because it allows us to help innocent animals like Chuck and all the others who have suffered in silence... that is, until we came along to give them a fighting chance.

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.
Coulston Kills Chimps Campaign

COULSTON FOUNDATION ON THE ROPESThe notorious vivisection laboratory The Coulston Foundation is feeling the effects of LCA's aggressive campaign. Shortly after receiving the award of 111 chimpanzees from the Air Force, LCA launched www.CoulstonKillsChimps.com, a website that exposes Coulston's abysmal record of animal care and repeated violations of federal animal welfare laws.

In retaliation, Coulston bullied our server's bandwidth provider (the company that sold Internet space to our website host) into pulling the plug on our server, knocking some 1,000 web pages off the Internet. We got right back online, and we continue to tell the story of Coulston's unethical conduct.

Next, LCA erected a 48 foot highway billboard across the street from the chimps' prison in Alamogordo, New Mexico. We announced the truth in huge letters, and Coulston threatened to sue the billboard company, and then the billboard was defaced a month after it went up. They never so much as called us or asked us to take it down. True to cowardice form, Coulston bullied someone else.

Even after news reports stretched across the state of New Mexico about the LCA/Coulston fight, we wanted to make sure everyone in Alamogordo knows about what happens at the Coulston Foundation. We also wanted to alert the town to our $100,000 offer for information to catch animal research criminals. So, we sent a mailing to everyone in the city. We urged them to visit our website and familiarize themselves with the kind of neighbor they have.

Since LCA joined the fight against Coulston, news reports state that Coulston has laid off 26 people (nearly a third of staff) and has lost a substantial amount of research contract funding. We won't stop until we save the chimps from torture in experimentation.

Coulston Employees Back LCA's Accusations!

To date, more than 30 people claiming to be current or former Coulston employees have contacted LCA. Many of them question our campaign, but more than half of them SUPPORT our campaign! Current and former Coulston employees have provided us with information about what happens to the chimps inside the lab. One of these contacts resulted in a front-page, headline interview published by AnimalNews, which has 60,000 readers per month.

The five-year Coulston employee interviewed by AnimalNews not only agreed with all of LCA's accusations against the lab but even introduced new horrifying information about the Coulston Foundation which was not previously known to the animal movement.

This interview is available on-line at AnimalNews.com or via fax by calling 310-271-6096.

WWW.TARGETteachesKids2kill.com

A SMALL VICTORY: TARGET ANNOUNCES NEED TO REVIEW REALISTIC KILLING SOFTWARE

As a result of LCA members inundating Target Stores with objections to the sale of hunting software, the retailer has handed us a partial victory. Target heads have advised LCA that it is setting up a software review committee by teaming up with a child welfare organization. This is a step in the right direction, to be sure. But let's keep up the heat! Target can be reached at 1-800-440-0680. Demand that Target stop selling reality-based software that teaches kids how to kill!
$100,000 Research Crime Reward Campaign

The Biggest Threat to a Vivisector

Our Research Crime Reward Campaign continues hitting USDA registered animal experimentation labs across the county. The campaign offers $100,000 for information leading to the conviction of an animal researcher for cruelty, fraud or embezzlement.

Since the campaign's June 1998 launch, 60 laboratories have been the targets of activists waging on-campus campaigns with flyers and "Wanted for Research Crime" reward postings. Inside sources at laboratories have reported that scientists are worried about this campaign, and some labs have even issued reminder memos to staff about appropriate animal care policies.

If you would like to put the fear of prison in vivisectors' heads, please call us at 1-888-88-ANIMALS. A few minutes of your time could help ease, or even end, the suffering of lab animals.

LCA to Film Industry: Boycott Tejon Ranch!

Tejon Ranch (teh-HONE), one of the largest landholders in California, is permitting live target shooting of pheasants on its ranch in north Los Angeles County. LCA has joined with other animal organizations, local residents, and neighboring landowners to fight Tejon Ranch and the High Desert Hunt Club from continuing this barbarism.

After our troops successfully delayed the process by six months, the County Board of Supervisors is scheduled to vote May 25th. They'll decide on our appeal of the conditional use permit that allows the slaughter of up to 15,000 pheasants per weekend. We are asking everyone to write to the Supervisors demanding that these cruel shoots be stopped.

Write to:
Board of Supervisors
500 Temple St.
Los Angeles, CA 90012

LCA has launched a new website, asking the film industry to boycott Tejon Ranch. The Ranch, in addition to cattle, makes money providing film location services to movies and TV. Thanks to LCA teaming up with a film industry sympathizer, the website offers free film site location assistance to production companies seeking similar terrain as Tejon.

SHARK attack on Pepsi!
LCA HELPS SHARK TAKE A BIG BITE AGAINST BULLFIGHTING

BY STEVE HINDI, SHARK PRESIDENT

Dear LCA members,

I was there when SHARK did the three-month investigation in Mexico. We video documented the horrible images and sounds of bulls literally tortured to death for sport. We tied Pepsi to bullfighting. When we contacted Pepsi, they blew us off. Then we teamed up with LCA to help expose Pepsi's wrongdoing to the public with our PepsiBloodbath campaign.

Since that time, I've traveled around the country for weeks with the Pepsi Slam Van. It carries large signage linking Pepsi with animal cruelty, and has big screen televisions mounted to show passersby the terrible torture of bulls. It shocks people when they learn that Pepsi supports this. Tens of thousands of people have seen the Pepsi Slam Van so far, and thousands of them swore off Pepsi products after watching the Pepsi sponsored animal torture.

Who would have thought that all-American, red, white and blue Pepsi would get involved in animal abuse so bloody and vile that it's illegal throughout the US? Incredibly, Pepsi has told us that they don't support bullfighting any more than they support football at an American stadium.

But videotape doesn't lie. Pepsi had an exclusive presence at most Mexican bullrings I visited. They have signs and banners, and they serve Pepsi at these torture festivals. Consumers need to voice their outrage.

With the help of LCA and all of its members, we are pummeling them in the public relations department. Please call the Pepsi toll-free number (800-433-2652), and read these corporate liars the riot act. Our efforts have resulted in thousands of letters and phone calls to Pepsi. They admit this. Some callers have reported that Pepsi representatives eventually admit no defense for what they are doing.

We don't really care how or why Pepsi gets out of bullfighting, so long as the company DOES get out -- completely and permanently. Until that happens, I intend to take more and more violent stabs at Pepsi, just like the excruciating spears, harpoons and swords that stab the bulls during their torture. Bullfighting must end, and you can help.

I greatly appreciate all of LCA's members who help with this campaign and I am proud to be working with you.

Sincerely,

Steve Hindi

The Big Top Needs A New Sponsor

Ringling Brothers Circus is desperately looking for a new sponsor after Sears Roebuck & Company dropped them. As sponsorship decreases, circuses become less profitable, which is good news for the animals in the long-run.

When giant corporations like Sears halt their support of animal exploitation, please be sure to thank them for their courage and compassion. Call or write and express your gratitude to Sears. They no longer help Ringling Brothers exploit and abuse animals.

Arthur Martinez, Chairman and CEO
Sears Roebuck & Company
3333 Beverly Road
Hoffman Estates, IL 60179

Phone: 800/762-3048
Fax: 800/427-3049

For Sale
LCA Expands to the Great State of Texas!

Last Chance for Animals reached another milestone on February 5th, with the official opening of independent chapter LCA Houston.

LCA Houston is being led by Terri Greate, a dedicated and enthusiastic member who has organized hits on several laboratories in the Houston area as part of the Research Crime campaign.

On February 5th, LCA Houston had its first official meeting. Among the many welcomed attendees were representatives from CAFT, Animal Liberation of Texas, and HART. Speakers included LCA president Chris DeRose, well-known animal campaigner Don Barnes, and longtime LCA friend Rikki Rockett, drummer of the rock band Poison.

In the coming months and years, LCA will establish additional chapters in cities across the country. If you are interested in leading a Chapter of LCA, or participating in activities in your community, please call us at 1-888-882-6462.

Fur-Free Friday—Reaching Four Million People in Los Angeles

Accompanied by the nation's on-line directory of anti-fur activity at FurFreeFriday.com, LCA's Fur-Free Friday event in the fashion mecca of Beverly Hills received tremendous support this past winter.

More than one hundred activists marched through the ritzy Rodeo Drive shopping district on their way to Neiman Marcus for an extended protest. If the two-block line of activists didn't get attention, LCA's mobile billboard certainly didn't go unnoticed by anyone shopping in Beverly Hills. Portraying the "before" and "after" pictures of animals killed by the cruel fur industry, the truck-mounted signs circled Beverly Hills' shopping district for 10 hours.

If you live in the San Diego area, please get involved in helping LCA San Diego. San Diego is LCA's oldest grassroots chapter.

Call 619-583-9522

Activists took to the streets to spread the message.
LCA extends appreciation to Street Blimps for taking our message to the streets and to the Beverly Hills Police Department for professional courtesies extended to activists.

In January, Last Chance For Animals formed an official partnership with the Texas based Coalition to Abolish the Fur Trade (CAFT), led by J.P. Goodwin. The two groups entered negotiations at the end of 1998 to work on a collaborative and hard-hitting campaign to deal a lethal blow to the fur industry.

CAFT is known for its direct and effective style to raise awareness about the cruelties of the fur industry and has chapters located around the U.S. and also in Great Britain. The union between LCA and CAFT is a natural fit, giving us more resources to battle furriers and drive the fur trade into the ground.

Each group maintains its identity in this partnership, though both LCA and CAFT will follow the same strategic plan. Our initial targets in our campaign are Neiman Marcus, Macy's East, and Burlington Coat Factory. In upcoming news stories, you'll hear about what our coalition is accomplishing to hurt the fur industry, which helps fur animals.

Contact these stores and tell them what you think about them selling fur coats and trim!

Burlington (1-888-223-2628)
Macy's East (1-800-526-1202)
Neiman Marcus (800-825-8255)

All the activity of Fur-Free Friday in Beverly Hills earned tremendous media coverage: six television news stations aired numerous reports about the day of protest against fur, bringing the strong anti-fur message to four million television viewers.

Thanks to all who continue to protest in Beverly Hills, and across the country, to spread the message that fur is cruel!

On the net!
www.FurFreeFriday.com
Cougars and Mustangs Help Mustangs and Cougars!
LCA’s Autos For Animals Program Rapidly Grows

When the yellow 1973 Mercedes 450SL rolled off the production line, few realized that 25 years later it would save an animal’s life. This car was one of many handled by the Autos For Animals program, a collaborative program that LCA administers.

The popularity of Autos For Animals has gone in to overdrive. We’ve received donations from around the U.S. Newspapers around the country have run stories.

The Autos For Animals program is a great way to support the important work of LCA. It provides a tax-deduction for the donor as well. For details, please call toll-free 888-882-6264, extension 31.

Mobilize & Motivate
LCA’s Volunteer Program

Do you want to make new friends and establish significant animal rights relationships? Do you just want to gain experience that is critical for your job or a promotion in your career? Or do you simply want to change the world and make sure that animal suffering ends? If you answered yes to anyone of the following then you would be a perfect candidate for LCA’s new volunteer program.

LCA matches individuals in their area of expertise, skills, and interests with appropriate needs within LCA to strengthen our work and provide fulfillment for volunteers. Such areas are campaigns, web design and technology, development and research, financial and legal advising, office management and projects, events planning and marketing, and, finally, activism.

No matter where you live, you can help LCA help animals. To get active, to help at a level with which you’re comfortable, please call 310-271-6096, extension 30 or send an email to outreach@LCAAnimal.org.

On the net!
www.Autos4 Animals.org

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.
An Education Tool Like No Other In The World

Designed by Rikki Rockett

Always pushing forward in new strategies and tools to help animals, LCA has become the first animal organization in the world, and one of the first non-profits in the world, to launch an internet project using a cutting-edge design technique.

The new project is called AnimalCruelty.com, launched in February. Using a design technique called "Flash" that most website professionals can't yet develop, our new internet project is a multi-media presentation (i.e., using animation and sound) to educate visitors all about animal cruelty, an unprecedented internet venture. Already having received internet design awards in its first week of existence, AnimalCruelty.com was designed by animal activist and rock star, Rikki Rockett. Rikki is a long-time friend of LCA and operates a web design company called Web Division (www.Web-Division.com).

The purpose of AnimalCruelty.com is to demonstrate the internet's unique ability to create a very intense educational experience designed to touch all who visit it. With moving imagery and accompanying sound, AnimalCruelty.com documents the various ways animals suffer at the hands of humans. Of course, we also provide AnimalCruelty.com visitors with advice on how they can stop the cruelty.

Additionally, the presence of a sophisticated, rare design technique draws attention from the entire internet community, allowing LCA to expose animal issues to any of the millions of "uneducated" people who stop by to be dazzled by cutting-edge web design.

LCA expresses incredible gratitude to Rikki Rockett for his work on AnimalCruelty.com

Some of LCA's past achievements:

- Since 1985, LCA has led the national fight against the pet theft trade, making people aware of the threats to their companion animals.
- To end the accusations that animal rights organizations fabricate stories about animal research laboratories, LCA secured a camera crew and forced entry in broad daylight into a Brain Research Institute to expose the horrors of animal research on the national television show, 48 Hours.
- LCA investigated, gathered evidence, and worked with the District Attorney offices in several states to put animal abusers and pet thieves in state prison for their heartless animal cruelty.
- LCA investigated and gathered evidence against a USDA "B' Dealer who was selling dogs for food; this resulted in the rare permanent revocation of a USDA license.
- LCA introduced the federal Pet Safety and Protection Act of 1997, which is currently moving through Congress with the help of supportive congress people and dedicated animal organizations.
- LCA mounted an investigation and gathered co-plaintiffs in a federal lawsuit against the National Park Service; which resulted in the halting of an illegal deer slaughter.
- Speaking on behalf of animals, LCA has made appearances on television shows such as 48 Hours, Hard Copy, the Leeza Show, Inside Edition, CNN, A Current Affair, Extra, and American Journal.
- Chris DeRose's work to help animals was recognized in 1997 when he received the international Courage of Conscience Award given by The Peace Abbey. Previous award recipients include Dr. Martin Luther King Jr., Gandhi, and Nelson Mandela.
- LCA mounted a campaign against a California animal shelters practice of releasing thousands of cats and dogs to experimentation every year. This campaign successfully halted pound seizure at one of the nation's biggest suppliers to labs from an animal shelter.
Dedicated Activist

Volunteer of the Quarter: Nirvana Dowens

Sometimes in life what seems like a tragic event is the very same event that changes a life for the better. Such is the case with our featured volunteer of the quarter, Nirvana Dowens. Three years ago Nirvana Dowens was a young and successful entrepreneur. Abruptly at that time, a car accident left her with severe injuries to overcome.

Prior to her accident, Nirvana described herself as one who only "took" from the world and who was completely ignorant of the suffering around her. Her accident changed all of that. Nirvana had to relearn basic life skills, and through that process, relearned how to care about the world around her.

What she saw when she "woke up" was shocking. First educated about vivisection, Nirvana decided she was going to dedicate the rest of her life toward ending the suffering of animals. Nirvana explains, "I simply cannot unsee what I've seen. How can I look away from suffering and pretend that it's not there or that it's not as bad as it really is?"

Nirvana made some significant life changes, including switching to a vegan lifestyle and developing a fierce determination to make a difference.

Nirvana decided she could make a difference by volunteering not just at one animal rights organization, but several. Nirvana now spends over 70 hours a week volunteering for four animal organizations. Nirvana "tables" at least 20 hours a week for multiple organizations throughout Los Angeles and Orange County, such as UCLA, Cal State Fullerton, Cal State Long Beach, Golden West, UC Irvine, the U.S. Post Office, and Target Stores. She estimates that in tabling at the Post Office alone, she introduces over 1000 people a week to animal issues!

“I simply cannot unsee what I’ve seen. How can I look away from suffering and pretend that it’s not there or that it’s not as bad as it really is?”

Nirvana also spends much of her time door-to-door leafleting at large housing complexes, which, she believes, is another very effective way to reach people. On a typical day, Nirvana might organize a file system for an animal group in the morning, and then go to another animal group. Nirvana has been active in the Beverly Hills attack on fur, and she was one of few people who spent many long hours in front of Neiman Marcus every weekend in December, rain or shine. Beyond activism, Nirvana has also developed cost cutting methods to the various organizations for which she volun-
teers. This includes informal partnerships with photocopy companies that donate paper and printing costs for animal rights literature in exchange for placing their logos as corporate sponsors on the back of the literature.

In explaining a vision she has, Nirvana says, “I would like to see volunteers work together from different organizations and, most importantly, to take their commitments seriously. I take this work very seriously and believe that volunteers are better off not volunteering if they continually show up late or don’t show up at all. It hurts organizations when volunteers don’t show up.”

With a rare commitment and admirable attitude, Nirvana deserves the recognition LCA gives her in this volunteer spotlight. We extend great gratitude for Nirvana’s help and know that it’s through people like her that animal organizations thrive.

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 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 checking 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 checking 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.

Please request to be put on LCA’s Action Alert e-list by sending your name and email address to info@lcanimal.org.

Your email address will not be sold or exchanged.

You’ve Got Mail!

Actually, you’ll GET mail as soon as you give us your email address. We want to put you on our Action Alert List. LCA’s electronic campaigns are conducted in hours and days, allowing us to accomplish things that we could never do using traditional campaign tactics, U.S. Mail and newsletters.

Through email coordinated efforts, we have shut down fur salons, stopped canned hunts, influenced legislation, changed corporate policies and organized activists across the country. These email campaigns are launched in less time than it takes to place a letter in the mail, and very importantly, our email campaigns cost only time. There’s no expense in printing nor in postage.

If you don’t have email, it’s time to get it. It is easy to use, very inexpensive, and it allows instantaneous communication across the country and around the world without additional fees.

If you don’t have a computer, you can get email through WebTV. Check with your local electronics retailer about getting online. The animals need your help. And this is a great way to join the action without leaving the comfort of your living room.
LCA supporter Dolores Crowder of Ohio, Illinois found Maxine the Raccoon as an orphan in her backyard. Dolores reports that Maxine went through a wildlife rehab program and was reintroduced into the wild.

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 compassion in people.

Fighting Chance Newsletter Photos
Last Chance for Animals
8033 Sunset Blvd., Suite 35
Los Angeles, CA 90046