

FIGHTING CHANCE



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Caring people know that bulls should be able to roam free in pastures, not tortured in bull rings.

Pepsi Agrees to Remove Signs at Hundreds of Bullrings

SHARK and LCA claim a victory for the bulls!

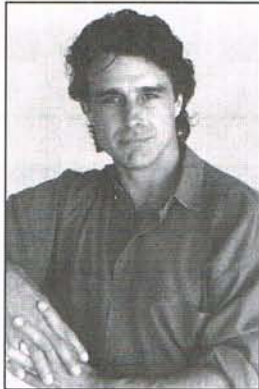
LCA congratulates SHARK and Steve Hindi for the apparent victory to convince PepsiCo to remove its signage from hundreds of bullrings in Mexico. SHARK and LCA led the 16 month PepsiBloodbath campaign after SHARK documented that Pepsi had a significant presence at bloody bullfights in Mexico.

Though Pepsi long held that it did not condone animal cruelty and that its signs were only at multi-purpose arenas, on December 30, 1999 the company gave in to activists' demands to remove its signs from all Plazas de Toros in Mexico.

PepsiCo spokesman Dave DeCecco admitted that the PepsiBloodbath campaign effort was a "significant contributing factor" in the corporation's decision to



President's Message



Chris DeRose

I've seen it in many social movements, and the animal rights movement isn't an exception.

Some of our biggest foes are ourselves. It's ludicrous to think, but some of the biggest obstacles in the animal movement are people who call

themselves animal activists. I've never understood this, but that's the truth.

It's really odd to me that people can say that they're for animals, but they want to compete with or block the progress of other animal activists. These people may be fighters, but there's no way that they're fighting for the animals.

Sure, I have plenty of people who I disagree with or who I don't like. But when it comes down to it, I'll team up with anyone if it means that it can help animals.

That's why I don't understand people who can't set aside petty problems. My personal preferences don't mean anything compared to an animal being tortured in a laboratory. My particular taste in other people's personalities doesn't amount to a hill of beans when millions of fur animals are tortured and skinned for luxury. And my conflict with peo-

ple MUST disappear if it means that an animal would otherwise suffer.

The only way that we're going to win this battle to extend compassion to all living beings is to learn to work together. You see LCA teaming up with other organizations, and that's not because we throw potlucks together. It's because we team up with groups that are serious about helping animals.

We don't always see eye-to-eye with these other groups, and I promise you that's an understatement. Every group has its preferences in how it does business. But we talk through those differences, and we compromise, and we come up with plans to help animals better than if either of us had done it by ourselves.

This is what we need in our movement. We need unity, acceptance, and cooperation. We don't need conflict, judgment, and internal fighting.

In the end, I know that LCA will be on the right team. Because the only team LCA joins is the one that helps animals.

I'm proud that you're joining us in this important fight, and I thank you for everything you do to help animals.

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 experimenta-

tion 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.





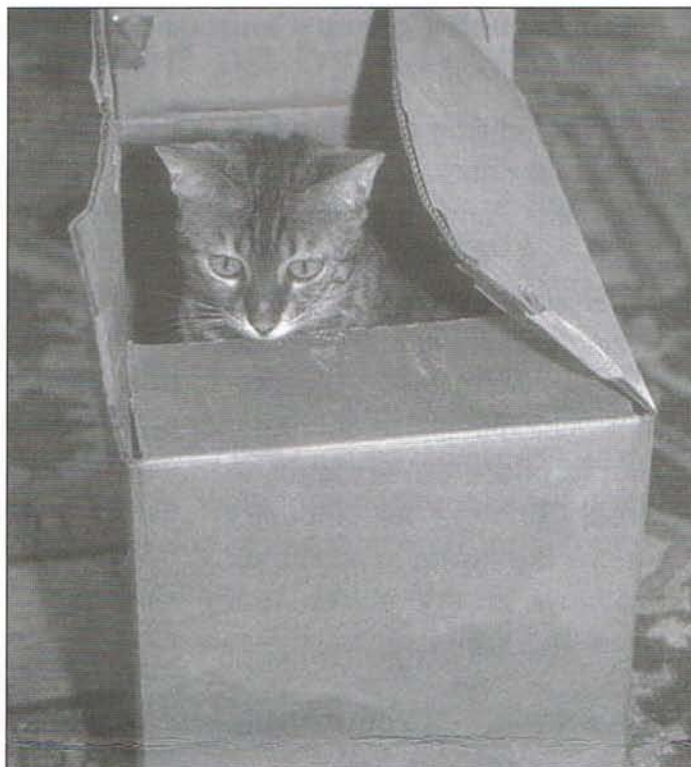
Year 2000 U.S. Pet Theft Survey

LCA recently announced the findings in a national survey involving almost two thousand respondents. The intent was to examine public attitude among pet owners about the topic of pet theft. The results of our surveys were independently analyzed and compiled by Pacific Market Research.

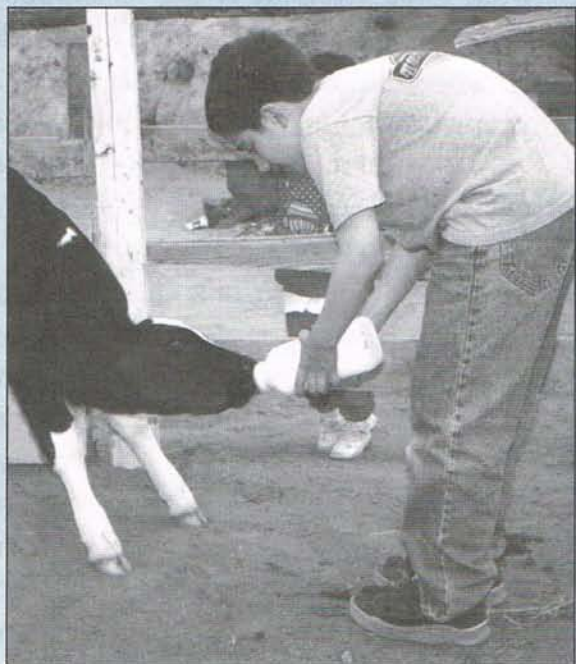
Important findings include:

99% of respondents support national legislation to prevent pets from being stolen. This goes hand-in-hand with LCA's belief that the public strongly supports our Pet Safety and Protection Act, HR453, that is currently in Congress.

9% of respondents believe they have been victims of pet theft, while nearly a third of total respondents have had pets disappear for causes unknown.



Boy Gives Up Allowance to Rescue Bull



Kudos to eleven year old Jordy Brown, LCA activist, who began a personal crusade to stop bullfighting. What at the time seemed inconceivable has become a national inspiration to us all.

It began Christmas 1998 for Jordy. He asked his father for a bull, but didn't get one. Knowing the pain and suffering these animals endure, Jordy would make sure at least one received a fair deal so he began saving his money.

Some eight months later, Jordy purchased a young calf he named Benito for 800 pesos. So began a friendship that would last forever.

LCA was present at a press conference to commemorate the occasion. When President Chris DeRose interviewed the young boy, he said: "I know that saving Ben is not going to end bullfighting, but it does make a difference for him". Keep up the good work!

LCA and CAFT Start Early on Major Retailers of Fur Trim

Fur Industry groups announce campaigns to push harder in department stores.

Fur industry reps and animal rights activists have simultaneously focused their efforts on reaching major department stores as the final battleground over fur. With the past two years seeing bans on fur trapping in California and a plan to phase out fur farms in Great Britain, fur industry groups are racing to push their products in the stores that have the greatest consumer appeal. As specialty fur stores lose their appeal and end operations around the U.S., campaigns have shifted to target

ucts into clothing stores that do not traditionally specialize in fur.

Coalition to Abolish the Fur Trade (CAFT) pushes for aggressive campaigns to get major department stores to stop selling fur products. Macy's, Burlington Coat Factory, and Neiman Marcus top the list of anti fur targets.

The retailers seem aware of the conflict. Some consumers who wrote to Burlington Coat

Factory's Vice-President, Andrew Milstein, received reply letters from the Fur Council of Canada to debunk the consumer concerns.

Milstein is also responsive to our attention, as he has corresponded and talked regularly with J.P.

Goodwin, Executive Director of the Dallas-based CAFT, our partner in the Burlington Coat Factory fight.

Goodwin was pleased with Milstein's overall view of the



situation, saying, "When I most recently talked with Andy on January 13, I was surprised that he admitted to thinking fur protestors will inevitably win the fight."

Despite that the son of the company founder expressed his lack of confidence in the survivability of the fur industry, and that BCF faced a public relations nightmare when it was caught selling dog fur last winter, the 280 store chain of Burlington Coat Factory has not stopped selling fur trim.

LCA is surprised by the decisions of apparel retailers to sell fur. With the majority of the public against fur luxury products, and with aggressive activism that embarrasses companies and causes them to fight a defensive battle, any company that decides to start selling the skins of animals



the powerhouse apparel retailers.

SAGA Furs, an international fur marketing firm, and the Fur Council of Canada have both announced campaigns to place fur and fur trimmed prod-



“King of All Media” Gives LCA’s Anti-Fur Message a National Voice!

LCA’s anti-fur radio ad gets picked up by #1 rated Howard Stern

Usually known for his crude and controversial ways, Howard Stern decided to give LCA a voice on his highest rated radio program. On December 7, Stern told his audience of 17 million people that we were having a tough time buying commercial airtime to broadcast the sounds of an animal being killed for its fur.

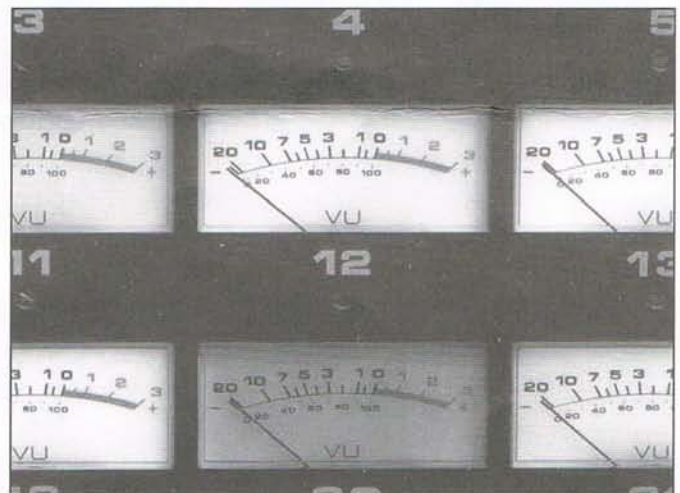
Stern emphatically insisted that we should have the right to be heard, and he played our powerful piece in its entirety. The terrible sound of the suffering animal led to a ten-minute discussion between Stern and his show’s cronies about how animals are treated in society.

A few weeks before Christmas, Stern did the animals a tremendous favor by giving his audience the opportunity to hear the truth about fur.

In other markets, our anti-fur ad raised eyebrows and anger. During one December evening drive-time in Chicago, a radio station talked about the fur controversy for half an

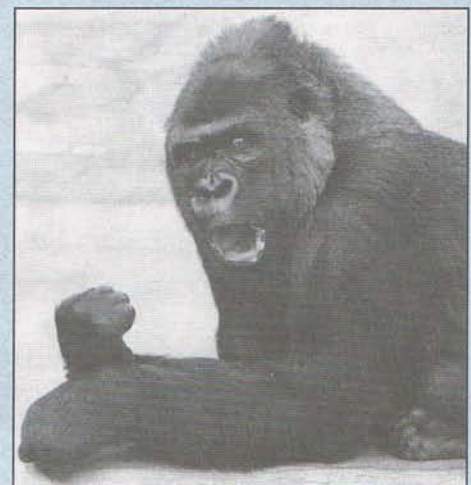
hour, sparked by our radio ad. In New York City, a popular radio station aired the piece twice as a news item.

During December, LCA’s anti-fur ad that told consumers to hear the truth behind fur coats aired in the country’s top fur markets. Though turned down by three dozen radio stations, our ad aired 180 times around the country, giving tens of millions of consumers an “earful” about the cruelty of fur.



“The worst sin toward our fellow creatures is not to hate them, but to be indifferent to them. That’s the essence of humanity.”

– George Bernard Shaw





You've Got Mail!

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

Through coordinated efforts on email, 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. Our email list is so effective, we've dubbed its participants as LCA's Raiders... activists who quickly get the job done.

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.

To join LCA's Raiders List, please send an email to office@LCAanimal.org. It'd be helpful to include your city and state as well.

Free Speech is Protected in California, and LCA Recovers Its Fees



In the last newsletter, we described how LCA defeated a year-long lawsuit designed to silence anti-fur protestors at a luxury mall in San Diego. Not only did the court find in our favor on nearly every count and make two precedent rulings on First Amendment issues, but in January, the court granted our motion to recover legal fees!

Superior Court Judge John Meyer, in his January 14 ruling that awarded LCA its legal costs, stated, "[Last Chance For Animals] was seeking to enforce the constitutional rights of free speech... one can hardly argue that such a right is not an important right that affects the general public."

Thousands March Through Rome Against Vivisection

Chris DeRose accompanied the Last Chance for Animals' banner at the 1999 march through Rome to demand an end to vivisection. With an estimated 15,000 people in attendance, it's the most powerful anti-vivisection force that Europe has EVER seen.

DeRose received a hearty welcome as those surrounding him took a special interest in having an American Animal Rights Group represented. The march, indeed a symbol of force, carried not only national but also universal themes in eradicating the pain and suffering of all non-human animals. Media was on hand as well as various organizations. One commented, "If a person as far away as Los Angeles knew about the protest, than indeed our message has gotten across." Undoubtedly, this march inspired many with the presence of LCA.



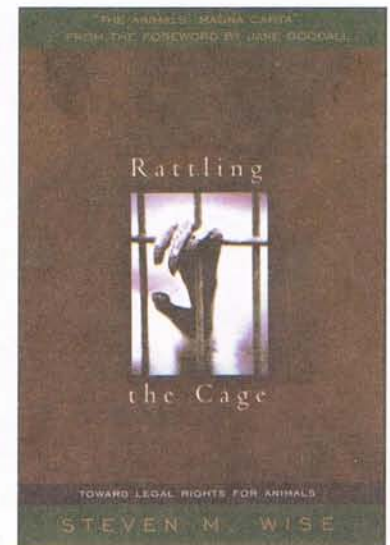
A New Book Challenges the Unjust Roots of Animal Law

Rattling the Cage by Steven Wise makes it clear that our society has failed to recognize the fundamental rights of animals in light of what we know about their intelligence and emotions. The legal rights that poorly protect animals from suffering is in glaring contrast of our knowledge that they have the capacity to suffer greatly.

In this witty, moving, and well

researched book, Harvard law professor Steven Wise demonstrates that the cognitive, emotional, and social capabilities of animals should entitle them to freedom from imprisonment and abuse.

Published by Perseus Books, the powerful and extremely important Rattling the Cage is available at your local bookstore (if not stocked, it can be ordered).



Young Dog Walkers Donate Their Profits To Fight Cruelty

Kylie (age 9), Jenna (age 13), and Molly (age 8) started a dog-walking business in Naples, Florida. They charge their neighbors a dollar per dog walk, which gives the dogs good exercise they may not have otherwise received.

Upon earning their first five dollars, they decided to give the money to Last Chance For Animals rather than keep it for themselves. Molly wrote, "Animals have a reason for what they do, and that is why I stand up for animals."


LCA extends a heartfelt thanks to these three young ladies who are determined to fight animal cruelty!

Dear LCA, 10/26/99

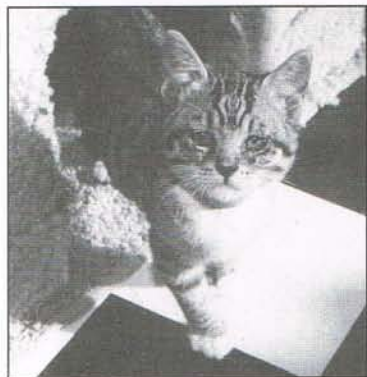
I think what they do to animals at the pound is very cruel, so I am willing to help you.

We have given to you \$5.00 from our dog walking business. We will send more when we get some. I love animals and I always try to help them when needed. Not so long ago, I helped two lizards that were hurt and a lost baby duck. Sometimes, I feel animals are trying to send messages to us. I want to say thank you for your efforts to help them.

From J. K.ylie



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

NLMAR00

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.**

LCA Member Helps Rescue Bears and Wolves



LCA is proud to spotlight the work of Rita Bernier, a long-time supporter of Last Chance For Animals. In late 1999, Rita worked to rescue reportedly neglected animals from William Vergis, an unlicensed animal exhibitor. Vergis previously had his USDA license revoked.

Rita spotted the need to help the wolves after TV reporter George Knapp exposed the poor conditions in which the bears were living. While many groups rushed in to save the bears, not as much help centered on five wolves living in squalor according to reports.

After helping to coordinate the rescue effort with the wolf rescue facility Candy Kitchen, Rita got her reward on December 20, 1999: all five wolves were transported to Candy Kitchen. According to Brett Martin of the wolf facility, the five had never seen veterinary attention and were in bad shape upon their arrival. All of the wolves are expected to make a recovery.

Vergis, the unlicensed dealer, is reportedly under USDA investigation for harboring animals without a license.

What to Do?

Please send letters to the USDA, encouraging the agency to make an example of Vergis if he indeed did have the animals in poor conditions and without a license.

Write to USDA/ APHIS, P.O. Box 6258, Fort Worth, TX 76115-6258.

You can learn about Candy Kitchen Wolf Sanctuary by visiting their website, www.inetdesign.com/candykitchen or calling 505-775-3304.



Pepsi Agrees to Remove Signs at Hundreds of Bullrings, *continued from p. 1*

remove signs bearing the company name and logo from all bullrings in Mexico.

DeCecco further stated that the decision was also made due to "...all the consumer calls we were getting and other activist groups getting involved."

The campaign's cyber-base of operations, www.PepsiBloodbath.com, was launched in October 1998. It featured photos, video footage, a discussion board, and a record of correspondence between campaign coordinators and Pepsi. It peaked with more than 20,000 visits per day due to good placement with search engines and frequent mention of the URL in news media.

Pepsi official DeCecco has requested that the website be dismantled now that Pepsi is removing its signage in bullrings.

With the removal of corporate advertising, bullfighting becomes less profitable. Also, with the attention this campaign has received, millions of people have seen the

disturbing imagery of bulls being tortured and have likely been influenced to oppose bullfighting.

SHARK has pledged to continue its ruthless attack on cruel bullfights, and LCA will continue its support of SHARK's important work. Call Pepsi at 800-433-2652 and thank them for removing their signs from bullrings in Mexico. Tell them that you hope they revise all of their policies to make sure they don't support events that cause animal suffering.

PepsiCo spokesman Dave DeCecco admitted that the PepsiBloodbath campaign effort was a "significant contributing factor" in the corporation's decision to remove signs bearing the company name and logo from all bullrings in Mexico.

Meatout 2000



Join thousands worldwide to help kick the meat habit and make a fresh start in the new millennium. The Great American Meatout, held on March 20th, is a major grassroots diet education campaign to help consumers make the transition from unhealthy meat-based diet to a wholesome, non-violent diet of whole grains, vegetables, legumes and fresh fruit.

For further information, call 1-800-MEATOUT, visit www.meatout.com or write to P.O. Box 30654, Bethesda, MD 20824.

LCA and CAFT Start Early on Major Retailers of Fur Trim, *continued from p. 4*

gassed or trapped for fur puts themselves in directly in the line of fire.

Burlington Coat Factory is feeling that fire. The on-going focus of our website, www.SkinnedPuppy.com, Burlington faced nearly 200 protests by animal activists throughout the U.S. during 1999, with 50 protests alone during the important retail month of December. Burlington, with stock trading in February at nearly a two-year low, isn't helped by negative publicity.

Companies like BCF face a decision.

Both sides of the fur debate know that the winner of this battle will be the one who convinces the department stores that the greater liability is with the opposite approach.

LCA feels that major retailers will realize in coming years that no one will cause big PR trouble for a store that does NOT sell fur.

What to Do?

Keep the pressure on Burlington Coat Factory! Call 609-387-7800 and tell BCF what you think of them selling canine fur. To request a free BCF Action Pack, call LCA at 310-271-6096, extension 21.

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 _____

Have a Heart: A Growing Tradition For Over Eight Years!

Valentine's Day marked LCA's annual Pet Theft Awareness Day. This year's campaign was, indeed, another success! Our primary goal was met, as we sent thousands of brochures and pamphlets to educate and raise awareness to the general public.

LCA is pleased to have worked diligently with hundreds of animal welfare/rights groups all across the country, and in doing so, protecting our companion animals from being stolen.

LCA promises to continue with investigations and prosecutions into the Class B Dealers and will not stop there. In addition, LCA promises to persist until the Pet Protection and Safety Bill is passed, which in turn will outlaw Class B Dealers. That we promise!



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

**LAST CHANCE
FOR
ANIMALS**



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PERMIT NO. 5204

And So The Faces Say It All...



Ozzie and Harriet are rescue pups. Harriet is 12 and was adopted from the Los Angeles Shelter. Ozzie is three and was rescued from the Santa Clara County Humane Society. Thanks to the love and support from their adopted family, Cheryl and Ellis Levinson of San Jose, California, they've both gone from timid furtive creatures to "the bosses of our family... much to our joy."

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

Please let us know if you receive duplicate mailings from LCA. We use a computerized database for the most efficient and reliable tracking of your history of support with LCA, but human error does occasionally occur. If you receive a duplicate, we'd appreciate you passing it on to a friend!

Last Chance for Animals is a non-profit organization dedicated to exposing and ending animal cruelty



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