



## **Just Released: The First-Ever Interactive, 360-Degree Video Expose of Factory Farming**

### **Last Chance for Animals Reveals Cutting-Edge Investigation of Factory Farm Cruelty**

LOS ANGELES, CA--(Marketwired - Jan 15, 2015) - In a first-of-its-kind undercover investigation, animal rights non-profit Last Chance for Animals has revealed the [Factory Farm 360](#) website and video series, offering an interactive experience that lets users see factory farm suffering from the animals' point of view (FactoryFarm360.org). Investigators placed panoramic 360-degree cameras onto the farms to capture cutting-edge footage, putting the viewer directly in the animals' place.

To experience the 360 effect, viewers click and drag on the video to look in any direction. On mobile phones, viewers simply move the phone and the view changes automatically.

LCA has just released the series' first two videos, exposing conditions on factory farms for "broiler" chickens and pigs.

"Broiler" chickens are bred to the obesity of a 10-year-old child weighing 500 pounds; as a result, the birds can barely stand up. Up to 30,000 chickens are crammed into a single shed, living their entire lives without ever seeing the sun.

On factory pig farms, mother sows are forced to spend months on end in gestation crates so small the animals cannot turn around. After birth, the piglets' tails and teeth are cut, and males are castrated with no anesthetic.

Nearly all of the meat, eggs and dairy in U.S. stores and restaurants come from factory farms. These farms are built for efficiency, to maximize production at the lowest possible cost. As a result, animals are forced into unnaturally cramped and filthy environments, where they suffer greatly before being trucked to the slaughterhouse. Each year in the U.S., about 9 billion chickens and 100 million pigs are raised on factory farms.

LCA's investigation raises awareness of factory farm cruelty, so that people understand the consequences of cheap, abundant meat. In coming weeks, more farms will be revealed.

*Last Chance for Animals is an international animal advocacy organization that conducts undercover investigations and launches public awareness campaigns to expose animal cruelty. LCA's Special Investigations Unit travels the world to document abuse in research labs, puppy mills, factory farms and the entertainment industry. [www.LCAAnimal.org](http://www.LCAAnimal.org)*