



For Immediate Release

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Mike Tyson Shows Support For Vegan Lifestyle on West Hollywood Billboard

Heavy weight boxing champion Mike Tyson has leant his image to a new billboard on Sunset Blvd and Doheny Dr in West Hollywood, CA to promote his vegan lifestyle. The billboard, which faces west on Sunset Blvd, is in partnership with Last Chance for Animals, a national animal rights non-profit organization.

The image of Tyson, shot by celebrity photographer Christopher Ameruoso, shows the boxer kissing a dove, with the words "Vegan" and "Love Animals, Don't Eat Them."

Tyson, who has been vegan for over a year and a half, said about being part of this PSA with Last Chance for Animals' **"I am truly honored and grateful to be a part of this cause. It's been a while since an organization has wanted me for anything and to be a part of something that benefits people and animals in such a positive way is a blessing."**

On being asked what it is like being vegan, Tyson replied; **"I have been a vegan for almost two years now and the benefits have been tremendous. I have more stamina and it helps keep me in a positive state of mind. I didn't realize how weighed down I was when I ate meat. I never really felt 100 percent until I freed it from my diet. Now, I can't imagine going back to meat. I feel incredible."**

Last Chance for Animals (LCA), a national non-profit animal rights organization based in Los Angeles, has been active for over 25 years. Founded and led by animal expert, author and actor, Chris DeRose, LCA fights for the rights of animals by conducting investigations that expose animal cruelty, launching public awareness campaigns, pushing animal friendly legislation and helping prosecute animal abusers. For more information, visit www.LCAnimal.org.

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