

501 Front St., Norfolk, VA 23510  
757-622-peta2 • 757-628-0784 (FAX)  
peta2@peta2.com • peta2.com



Dear Student,

Thanks for your interest in taking on McCruelty at your school! As McDonald's continues to move onto college campuses, it is essential that students stop McDonald's in its tracks by not allowing such a cruel company to set up shop. Inside this pack, you will find all the campaign materials needed to start your campaign to ban McDonald's. The first thing you'll want to do is speak with your student government representatives about proposing a ban on the company because it continues to allow animals to be scalded to death in defeathering tanks. Companies with such disregard for animal welfare have no place on a college campus, and we're definitely here to help you every step of the way.

Here is what you will find included in this pack:

- Petitions to help you gather support from students for a ban against McDonald's
- Leaflets explaining the McCruelty campaign, which you can distribute to your fellow students
- Tear-off fliers, which can be photocopied and hung on bulletin boards and in common areas
- Sample letters to the editor (so that you can generate buzz on campus about the campaign)
- A sample bill for the student government to use as a guideline

Be sure to keep us posted on the status of your campaign so that we can send you any additional materials that you may need and can post your campaign updates on the peta2 blog.

Please feel free to e-mail us at [College@peta2.com](mailto:College@peta2.com) if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Ryan Huling". The signature is written in a cursive, flowing style.

**Ryan Huling**  
Senior College Campaign Coordinator, peta2





 **McCruelty**  
i'm hatin' it

**peta2**  
FREE FOR ALL

# 100% Pure Cruelty

**peta2**  
FREE FOR ALL



**In the slaughterhouses that supply McDonald's with chicken, birds are dumped out of their transport crates and hung upside down in metal shackles, which can result in broken bones, extreme bruising, and hemorrhaging. Birds even have their throats cut while they are still conscious, and many are immersed in tanks of scalding-hot water while they are still alive and able to feel pain.**

Chickens are naturally inquisitive animals with cognitive abilities similar to those of dogs, cats, and primates. Just as all animals do, they love their families and value their own lives—a mother hen will even cluck softly to her unborn chicks while they are still in the shell. Chickens are social by nature and will look out for other members of their group, but these gentle, intelligent birds endure extreme abuse from poorly trained, underpaid workers, some of whom have been documented stomping on chickens, spitting tobacco into their eyes, and slamming them into walls.

PETA is asking McDonald's to require the use of a less cruel method of chicken slaughter that is already being used in Europe, even by some of McDonald's suppliers. This method eliminates all the worst abuses that chickens suffer at the slaughterhouse: no broken bones and wings from being shackled upside down, no chance for chickens to be scalded to death in defeathering tanks, and no opportunity for abuse by workers. Top animal welfare experts and McDonald's own animal welfare advisers have urged the company to require its suppliers to make the switch, but McDonald's has refused.

**Please tell McDonald's to require its suppliers to adopt the less cruel slaughter method supported by its own animal welfare experts.** You can use the e-mail form found on [McCruelty.com](http://McCruelty.com) or write to the company directly.

**Please send polite comments to:**

Jim Skinner  
Vice Chair and CEO  
McDonald's Corporation  
2111 McDonald's Dr.  
Oak Brook, IL 60523  
[jim.skinner@us.mcd.com](mailto:jim.skinner@us.mcd.com)  
1-800-244-6227

Of course, going vegan is the best way to avoid harming animals. Visit [peta2.com](http://peta2.com) for free recipes, shopping tips, and more.

**Don't forget to find us at:**  
[Facebook.com/peta2](https://www.facebook.com/peta2) • [MySpace.com/peta2](https://www.myspace.com/peta2)  
[Twitter.com/peta2](https://twitter.com/peta2) • [YouTube/peta2tv](https://www.youtube.com/peta2tv)





# Ban McDonald's From Campus

Chickens killed for McDonald's have their throats cut while they're still conscious and are often scalded to death in defeathering tanks.

**Find out more about the campaign at [peta2.com/College](http://peta2.com/College).**

Ban McCruelty From Campus!  
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## Sample Letters to the Editor

*Please type up your own versions of these letters or download them in Microsoft Word format from [peta2.com](http://peta2.com) so that you can personalize your letters.*

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Dear Editor,

As you may have heard, McDonald's is moving onto more and more college campuses. But when students find out that the company kills more than 1 billion chickens every year—many of whom are scalded to death in defeathering tanks—most agree that McDonald's is not the kind of company they want on campus.

I am urging the student government to ban McDonald's from moving onto campus until the company adopts some basic animal welfare standards to eliminate the worst abuses, as detailed on [peta2.com](http://peta2.com). It's time for our college to take a stand against cruelty to animals and make sure that companies that deliberately abuse animals don't set up shop on our watch.

Sincerely,

[Your Name]

[Your Class Year]

Dear Editor,

As the student government deliberates about banning McDonald's from campus, it's important for students to understand what kind of company we are dealing with.

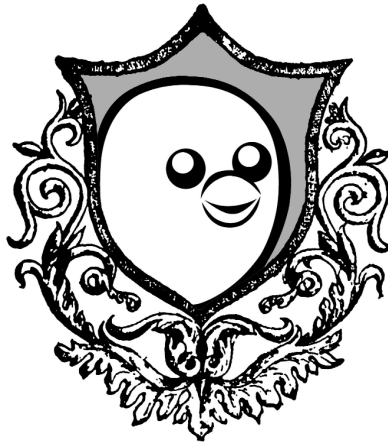
Anybody who takes the time to look into this company is horrified to see the standard cruelty involved in the chicken industry. Chickens killed for McDonald's often have their throats slit while they're still conscious, and many are even scalded to death in defeathering tanks. If that isn't cruelty to animals, I don't know what is.

I urge the student government and the rest of the student body to take a stand against this cruelty by passing legislation to ban McDonald's from moving onto campus—before it's too late. Companies with such complete disregard for animal welfare have no place on a college campus, and it's up to us to set the example.

Sincerely,

[Your Name]

[Your Class Year]



# PETA2 UNIVERSITY

## STUDENT GOVERNMENT ASSOCIATION 2009-2010

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76<sup>th</sup> Session of the Senate

**Resolution No. 25**

**Offered: March 1, 2010**

*A Resolution to Ban McDonald's From Coming Onto Campus*

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**Be it enacted by the Senate of the peta2 University Student Government Association:**

**WHEREAS** Chickens killed for McDonald's are often scalded to death in defeathering tanks; and

**WHEREAS** Birds killed for McDonald's are dumped out of their transport crates and hung upside down in metal shackles, which often results in broken bones, extreme bruising, and hemorrhaging.

**WHEREAS** McDonald's has refused to eliminate the worst abuses suffered by chickens who are killed for the company's restaurants, as detailed on [McCruelty.com](http://McCruelty.com)

**THEREFORE, BE IT RESOLVED, THAT** McDonald's will not be allowed to open a restaurant on campus until it eliminates these abuses by adopting animal welfare standards, as detailed on [McCruelty.com](http://McCruelty.com).

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*Note: This is a sample bill proposal. Please use this as an example for your student government.*