

The Center For Consumer Freedom

September 13, 2005

Larry Jackson, Interim Superintendent
Florence School District One
319 South Dargan Street
Florence, SC 29506-2589
copy via fax: 843-673-1108

Leon McCray, Principal
Williams Middle School
1119 North Irby Street
Florence, SC 29501
copy via fax: 843-664-8178

Dear Superintendent Jackson and Principal McCray:

Please accept our congratulations for your bold stand this week in denying People for the Ethical Treatment of Animals (PETA) access to the children at Williams Middle School. Everything kids see shapes their development, and few things bother parents more than the thought of unseen influences acting on their kids. But while most of us steer our children away from violent TV shows, illicit drugs, and other inappropriate or dangerous influences, nobody has prepared parents and teachers for the tactics of today's animal rights movement.

In June 2004 a PETA campaign coordinator told the Associated Press that his group "would never use shock tactics with children" because "it wouldn't be right." But last year PETA employee-activists camped out in front of schools in at least 18 states—playing graphic videos, handing out propaganda leaflets, and distributing grotesque animal-rights trading cards to kids as young as six.

Since 2002 PETA has repeatedly sent a paid speaker into schools to convert young children to strict vegetarianism. This "humane education lecturer" has frequently been arrested for animal-rights-related crimes (even spending 6 months in a Canadian maximum-security prison), and has declared his allegiance to the Animal Liberation Front—a group described by the FBI as a "domestic terrorist" organization.

On its website, PETA brags that its messages—often laden with violent and sexual themes—reached over 11 million children and teachers last year. That’s a staggering amount of influence, wielded largely behind parents’ backs. PETA’s messages, delivered at every stage of kids’ development, include claims that eating a steak constitutes murder, that giving kids milk is child abuse, that zoos and aquariums are “prisons,” that fishing is “cruel,” that modern medicine can cure cancer without lab rats, and even that violence directed against scientists is justified.

Psychologists and school officials have denounced PETA’s child-propaganda as “despicable,” “traumatizing,” “beyond insensitive,” and “an absolute atrocity.” But PETA shows no sign of slowing down, and its damaging effects are sadly overlooked by most parents and teachers.

The ugly truth is detailed in the enclosed report, *Your Kids, PETA’s Pawns: How the Animal “Rights” Movement Hurts Children*. Please accept it with our compliments.

This report includes critical new knowledge about the harmful effects of the animal rights movement on America’s children, and we believe every teacher, principal, school administrator, and school psychologist should have it. Please let us know if we can provide additional copies for your colleagues.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'David Martosko', with a long horizontal flourish extending to the right.

David Martosko
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