

News Release:

WILL KIDS FIND HAPPY MEALS HARD TO STOMACH AFTER PETA'S "BIG MAC ATTACK?"

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Murderous Clown Sticker Giveaway

For Immediate Release:

May 9, 2000

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Norfolk, Va. -- While the average American child eats five hamburgers a week, PETA's popular Grrr! for kids will likely make that number drop considerably once its young readers learn about the animal suffering that goes into making McDonald's "Happy Meals."

In an article titled "Animals Deserve a Break Today," PETA gives the lowdown on McDonald's, noting that some of the animals meant for those pretty little boxes never make it to the slaughterhouse: they die during transportation from freezing conditions, unbearable heat, or rough treatment. Hens raised for McDonald's live in cages so small that they can't even spread a wing. The article urges kids to order PETA's new "Your Unhappy Meal Is Ready" stickers (see below).

"Consumers would lose their lunch if they knew what goes into fast food," says PETA President Ingrid Newkirk. "Animals deserve a break today, and kids can give them one by rejecting the 'McHype'."

Grrr! may be viewed on PETA's Web site www.peta-online.org by

clicking on Grrr! on the home page then on "Veg Central" and scrolling down.



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PETA'S "BLOODY BUCKETS" REVEAL COL. SANDERS' REAL SECRET RECIPE

[Kids Will Learn How KFC Cruelty Takes Chickens From Shell to Hell](#)

[For Immediate Release:](#)

March 22, 2004

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Norfolk, Va. — Holding signs reading, "The Colonel's Secret Recipe: Live Scalding, Painful Debeaking, Crippled Chickens," PETA members will hand out "Bloody Buckets"—containers mimicking KFC's iconic buckets, filled with "bones," "feathers," an evil "Col. Sanders" figure, a plastic chicken with her throat slit, and lots of fake blood—to kids at KFC locations nationwide. The "Bloody Buckets" are the latest salvo in PETA's international campaign against KFC suppliers' farming and slaughter abuses.

PETA attempted to work with Yum! Brands executives prior to the launch of the campaign, but despite assurances made long ago by Senior Vice President Jonathan Blum that KFC would "raise the bar" on animal welfare, the company refuses to eliminate the worst

abuses. *Seinfeld* star and ex-KFC pitchman Jason Alexander had his contract with KFC canceled after PETA enlisted him to speak to company execs about the suffering of chickens. PETA has had additional high-profile support from hip-hop mogul Russell Simmons, actor Pamela Anderson, rock icons Sir Paul McCartney and Chrissie Hynde, comedian Richard Pryor, and civil-rights icon Dick Gregory.

PETA is calling on KFC to make basic improvements based on the best available scientific research and the recommendations of KFC's own animal-welfare advisory panel. Undercover investigations into KFC suppliers in Germany, India, England, and Australia have turned up exactly the same abuses as those found in the U.S.—crippled chickens living in crowded, filthy conditions. The widely read British newspaper *The Sunday Mirror* led a report on an investigation into a U.K. KFC supplier with the headline "Distressed and Dying in a Cramped Shed ... Nobody Does Chicken Like KFC."

"KFC stands for cruelty in our book," says PETA Director of Vegan Outreach Bruce Friedrich. "If Yum! executives treated cats or dogs the way they treat chickens, they could go to prison on felony cruelty-to-animals charges."

For more information, please visit PETA's Web site KentuckyFriedCruelty.com.



