

From: PETA [newsmanager@peta.org]

Sent: Thu 11/16/2006 6:27 PM

To:

Subject: Earn Street Team Points for Talking About FAST FOOD NATION!

peta2 street team



QUESTION
AUTHORITY

If you're like us, then you're probably super-excited for the release of *Fast Food Nation* this Friday, November 17. (If you don't know anything about the movie yet, [click here](#) to check out *Fast Food Nation* on MySpace.) With accounts of the shady dealings, the massive health risks, and the downright evil human and animal abuse that lurk behind the scenes of burger joints, *Fast Food Nation* will undoubtedly make people question what they're eating. This film will mark one of the first times that a mainstream movie has included real-life footage of animals slaughtered for meat, so it is extremely important that the movie does well. That's where you come in...

Here's how you can help make sure that *Fast Food Nation* is the most talked-about movie in America, and earn free stuff while you're at it:

Step 1) See the movie. Grab a friend and go see *Fast Food Nation* this weekend at a theater near you. (In some parts of the country, the movie doesn't open till next weekend; check local listings.) We'll give you 750 Street Team points for seeing the film on opening weekend and an additional 100 points for each friend you bring with you. That's right—if you bring 25 friends with you to the movie, we'll give you 2,500 bonus points. Hold onto your movie stub, and e-mail StreetTeam@peta2.com after you see the movie with a picture of you and your stub. If you want bonus points for bringing friends, make sure they and their movie stubs are in the picture with you!

Step 2) Blog about *Fast Food Nation*! Post a blog entry on your MySpace, LiveJournal, or Xanga about *Fast Food Nation* and send us a link for 250 points. Be sure to include a link to peta2's *Fast Food Nation* game: <http://www.peta2.com/feat/fastfoodnation/index.asp?c=p2m42>.

Step 3) Write Letters to the Editor. Help us get more people to go see the film by writing a letter to the editor of local newspapers letting readers know why *Fast Food Nation* is a movie they need to see. To submit your letter to the editor, search for the Web site of your local newspaper, look for the "contact us" section, and follow the instructions. [Click here](#) for a sample letter, and check out PETA's "[Guide to Letter-Writing](#)" for more tips.

Send a copy of your letter to the editor to StreetTeam@peta2.com, along with your full name and the name of the newspapers that you wrote to. We'll hook you up with 500 points for each letter to the editor you send us. Send letters to as many newspapers as possible—it'll up your chances of being published. If your letter is published, we'll reward you with your choice of any item in the PETA catalog under \$20. That's how much we love you!

Thank you for your help and for all the things you do to make a difference for animals. We hope you enjoy the film!

Sincerely,

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