

Animals Have Rights Too

By Gerard Villaseñor



PETA welcomes Herbal Essence on to the “Beauty without Bunnies List

Every year, more than 100 million animals of all species are tortured and killed in the U.S. for human consumption, medical experiments, and even cosmetic testing. PETA, or the People for Ethical Treatment of Animals, organization has been gaining massive support over the last few years in order to bring animal cruelty to an end.

Founded in 1980 in Norfolk, Virginia, PETA has been dedicated to being a voice for helpless animals that cannot defend themselves. PETA believes that animals should not be mistreated because they, like humans, feel pain and suffering. Today, PETA has more than 6.5 million members and supporters making it the largest animal rights organization in the world. This organization focuses on four areas in which animals suffer the most for the longer periods of time: laboratories, the food industry, clothing trade, and the entertainment industry. Through public education, investigations, research, legislation, special events, and protest campaigns, PETA hopes to bring an end to animal suffering and cruelty.

Lori Kettler, PETA’s Senior Regulatory Counsel, shared about her experience helping animals through this organization. “My ‘clients’ have included seven polar bears who were trucked through the heat of Central America by a traveling circus...and [even] chickens in a slaughterhouse who were used as ‘punching bags’ by the facility’s workers,” she stated. Almost anyone involved with PETA has vivid anecdotes such as the one above to share with the world.

PETA is only able to help so many animals through public support and contributions. According to their 2018 financial statements, contributions to PETA made up over \$54 million with merchandise sales and royalties composing a little over \$2 million for the year. With those donations and profits, PETA was able to organize more than 3,600 demonstrations, sterilize more than 11,600 cats and dogs using the mobile clinic, book more than 3,500 radio, TV, and print interviews, and donate more than 1,500 bales of straw for animals around the country in 2018.

Along with continued public support, PETA hopes to continue bringing awareness to people in all walks of life about the cruel world animals are having to live in every day. PETA said it best, “Animals are not ours to eat, wear, experiment on, use for entertainment, or abuse in any other way.”