



HELP GET THE WORD OUT ABOUT

Kentucky Fried Cruelty

All these things are extremely important to do anywhere. The more we can get this issue into the public eye, the better off the campaign will be.

- ⊙ **WRITE LETTERS TO THE EDITOR.** The more letters that we can get printed, the more times KFC executives will have to read criticism of KFC because, they definitely follow any news on their company.
- ⊙ **WRITE TO KFC CEO DAVID NOVAK** or call KFC headquarters. See KentuckyFriedCruelty.com for contact info and updates.
- ⊙ **LEAVE LEAFLETS AROUND.** Take stacks of leaflets everywhere you go. Hand them out, leave them in coffee shops and restaurants, leave them in doctor's offices—just leave them anywhere that people will pick them up and read them.
- ⊙ **LEAFLET AT KFCS** anytime you have time. Got a free hour? Spend it in front of a KFC.
- ⊙ **DROP INTO KFCS AND OFFER MANAGERS LEAFLETS.** Tell them to contact headquarters in behalf of chickens.
- ⊙ **TAKE LEAFLETS TO LOCAL FESTIVALS.** Once again, the more people's hands that we can get leaflets into, the better. You never know when you'll offer one to a person who will become active in the campaign.
- ⊙ **PUT A LEAFLET IN ALL YOUR BILLS,** especially the local companies like electric and gas.
- ⊙ **KEEP "KFC CRUELTY" STICKERS WITH YOU AT ALL TIMES.** You never know when these will come in handy. They are a nice red color—the same color as stop signs.
- ⊙ **WEAR A "KENTUCKY FRIED CRUELTY" T-SHIRT** when you go out. You can get one for free if you get a letter to the editor published or you can buy one at PETAMall.com.
- ⊙ **PUT A "BOYCOTT KFC" BUMPER STICKER ON YOUR CAR.** It's easy advertising every time your car is moving or parked in public view.
- ⊙ **GOT SOME DISPOSABLE INCOME? SPONSOR A BILLBOARD, TV, OR NEWSPAPER ADVERTISEMENT IN YOUR COMMUNITY!** We'll be eternally grateful, and you'll get to see your generosity at work in your own community.
- ⊙ **MOST CRUCIALLY: ATTEND EVERY "FIRST SATURDAY" DEMO, AND TAKE YOUR FRIENDS!**

If you need any supplies or have any questions, please e-mail our KFC activist liaison at KFCActivist@peta.org or call us at 757-622-PETA.