

PETA BARES CHRISTMAS CAMPAIGN

It would be hard to find an organization in the United States which treats animals more unethically than People for the Ethical Treatment of Animals (PETA). In 2008, as demonstrated by the Center for Consumer Freedom, PETA killed 95 percent of the adoptable pets in its care. Indeed, it killed an average of six pets a day in 2008 at its headquarters in Norfolk, Virginia, while placing only seven a day in adoptive homes. Between 1998 and 2008, PETA killed a total of 21,339 cats and dogs. To top it all off, despite a budget of \$32 million, PETA does not operate an adoption shelter.

Around Thanksgiving, PETA launched a Christmas campaign that exploited Christian symbols. The ads featured *Playboy* starlet Joanna Krupa: before Thanksgiving the ad showed a side angle of her naked from the waist up holding a dog and a rosary; she was adorned with angel wings and a halo. The inscription below read, "*Be an angel for Animals: ALWAYS ADOPT. NEVER BUY.*"

In December, PETA bared Krupa on another billboard in Los Angeles. Only this time, Krupa appeared as an angel holding a carefully-placed crucifix. Again, the target of the ad was pet stores.

The fact is that dogs and cats are a lot safer in pet stores than they are in the hands of PETA employees. Moreover, pet stores don't rip off Christian iconography and engage in cheap irreligious scams.

PETA is a fraud. It also has a long and disgraceful record of exploiting Christian and Jewish themes and symbols to hawk its ugly services. Those who support this organization sorely need a reality check. They also need to take a course in Ethics 101.