

WHAT YOU CAN DO

There is a way to live that seeks to do no harm; it's called *veganism* (vee-gun-ism). Vegan choices don't contribute to the suffering and death of other animals, are much better for the planet, and help you stay healthy and happy.

Being personally responsible for the pain and suffering of another is a difficult burden to carry. Let go of that burden: go vegan.

- Check out Vegan University for help starting new habits that are both healthy and kind:
www.animalrightscoalition.com/veganuniversity
- Share this brochure with others. The more people who care, the better the world will be.

“Unless someone like you cares a whole awful lot,
Nothing is going to get better. It's not.”

Dr. Seuss, *The Lorax*

ANIMAL RIGHTS COALITION because animals matter

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HAVE YOU EVER STOPPED TO THINK ABOUT THEM?





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MOST PEOPLE WILL SAY THAT THEY LOVE ANIMALS

Most people will say that they don't like cruelty to animals and find it upsetting. That's because we know deep down that animals can feel pain and want to live, just like we do. When we learn about an animal in pain, we feel upset. Most of us want to do something to help. That's a healthy and good response to violence and hurting.

Even though so many people say they care about animals, there are still lots and lots of animals who are hurt, injured, abused, and killed every single day by people who are being paid to hurt them. Most of us don't think about how our choices affect animals, but our choices do affect others, always. It's time for us to start thinking about how our choices affect animals.

ANIMALS DON'T HAVE MUCH POWER IN OUR WORLD

They are almost always at the mercy of humans. It doesn't matter if they're bigger or stronger (like cows and elephants) or tiny and weaker (like chickens and bunnies). Humans have built machines that can overpower just about any animal—even whales. But just because we can overpower, kill, and hurt them, does it mean we should? Is it right?

There's a famous line from Spiderman: *With great power comes great responsibility.* We humans have never had more power. We should use our power to help, not hurt, animals.

“The true crime committed against animals is continuing to think that their bodies and lives are ours to use at all.”

WE'RE ALL IMPORTANT

It's time to stop viewing other animals as objects, raw materials, or things to be used. It's time to start seeing them for who they are: valuable, sensitive, and unique individuals who are as irreplaceable as you are. This goes for all animals, not just dogs and cats, but animals who we eat, wear, use in experiments, and keep caged in zoos and aquariums. Every single one matters.

Just like you have a body and want to be in charge of it, each animal is unique and has a body he or she wants to be in charge of. We don't want to be killed because our lives matter to us. Other animals value their lives just as much.

We know it is wrong to treat people poorly because they have a different skin color than we do, or because they are a different gender than we are. It is also wrong to treat animals badly just because we are human and they are not.

Each of us brings unique talents and skills to our families and the world. And each animal has something special and important to bring to his or her family and the world, too.

If you have lived with an animal or know someone who has, you know how important a relationship with an animal can be.

However, animals bred for human uses have terrible things done to them simply because some people can make money from them. Mother dairy cows have their children stolen from them at birth; cats, dogs, and rabbits have lipstick and shampoo put into their mouths and eyes; and billions of animals are kept caged and denied fresh air or even seeing the sun.



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