

# PETA and KFC

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## **PETA TAKES FIGHT AGAINST KFC CRUELTY TO CEO'S CHURCH AND HOME**

Video-Equipped "Reality TV" Truck Brings Images of Abuse "Home" to KFC Exec

Louisville, Ky. — PETA's "Reality TV" truck, with giant screens showing footage of what happens to chickens before they end up in buckets, will greet churchgoers at the Southeast Christian Church, at which KFC CEO David Novak attends services and which is the former workplace of new KFC President Gregg Dedrick, as part of a protest against the abusive treatment of birds by KFC's suppliers. The truck will be accompanied by a giant "chicken" and PETA members holding signs that read, "The Colonel's Secret Recipe: Live Scalding, Painful Debeaking, Crippled Chickens," and passing out leaflets depicting Col. Sanders as a knife-wielding maniac. The truck and entourage will then make stops at Novak's home, his favorite golf course, and other places that he is known to frequent. **PETA has sent letters to Novak's neighbors, informing them of his refusal to curb the cruelty and inviting them to view and discuss the video.**

**Date:** Sunday, September 21

**Time:** 8 a.m.-12 noon

**Place:** Southeast Christian Church, main entrance, 920 Blankenbaker Pkwy.

Former KFC President Cheryl Bachelder narrowly avoided a similar scene outside her own home by stepping down from her position earlier this week. A plan to visit Bachelder's home in May prompted her to fly to PETA's headquarters in Norfolk, Va., for a negotiation session, at which she made a number of promises upon which KFC ultimately reneged. PETA believes that these and other personal-pressure tactics led to Bachelder's decision to leave KFC.

The controversy surrounding KFC's cruelty to chickens also caused KFC to sever ties with ex-pitchman Jason Alexander. The Seinfeld star had his



# PETA

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contract with KFC canceled after PETA enlisted him to speak to company execs about the suffering of chickens.

“KFC stands for cruelty in our book,” says PETA’s Andrew Butler. “Every bird KFC puts in a box or bucket had a miserable life and a frightening death. Mr. Novak’s refusal to follow the lead of the other fast-food giants in implementing basic reforms is short-sighted and inexcusable. We hope that Mr. Dedrick will exhibit a bit of Christian compassion for these animals and, perhaps, show Mr. Novak the light of compassion.”

For more information, please visit [KFCCruelty.com](http://KFCCruelty.com). PETA’s letter to KFC CEO David Novak’s neighbors is available upon request.



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