

# PETA and KFC

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**January 29, 2003**

To: Jason Alexander, c/o Michelle Stern  
From: Carrie Beckwith

Dear Mr. Alexander,

Last June, we wrote to you about KFC and its treatment of the chickens it raises and slaughters for food in hopes that you might reconsider your role as a KFC spokesperson.

I am writing today to inform you that PETA has just launched a worldwide campaign against KFC. This campaign was prompted by nearly two years of unsuccessful negotiations with KFC's parent company, Yum Brands, Inc., which has still done nothing to address some of the most egregious animal cruelty in the chicken industry. For example, we'd like to see electrical stunning and throat-slicing replaced by gassing, a more humane killing method. We'd also like to see cameras installed in slaughterhouses to enforce requirements for humane handling of chickens. A complete listing of our suggestions, as well as a summary of our negotiations with KFC to date, is detailed on our Web site [KentuckyFriedCruelty.com](http://KentuckyFriedCruelty.com), if you wish to review it.

We'd be happy to meet with you to discuss our concerns in greater detail. You can contact me to arrange a meeting at 757-622-7382, or via e-mail at [CarrieB@peta.org](mailto:CarrieB@peta.org). I look forward to hearing from you.

Sincerely,

Carrie Beckwith  
Special Projects Coordinator



# PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

501 FRONT ST.  
NORFOLK, VA 23510  
757-622-PETA  
757-622-0457 (FAX)

PETA.org  
[Info@peta.org](mailto:Info@peta.org)

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ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS