

# PETA and KFC

---

**August 11, 2003**

To: [Chicago Biz press]  
From: Dan Shannon 508-878-2477  
Re: PETA Urges Ad Agency to Refuse KFC Account

PETA has fired off a letter to Dana Anderson, President & CEO of Chicago advertising agency Foote, Cone & Belding, urging him to withdraw from the bidding for fast-food chain KFC's advertising account because of KFC's refusal to adopt minimal animal-welfare standards for the chickens killed for its restaurants. KFC is revamping its ads in the wake of its parting of the ways with former pitchman Jason Alexander, whose contract was not renewed after PETA persuaded him to approach KFC executives about the company's cruel treatment of chickens. PETA has sent a similar letter to ad BBDO of New York, which is also in the running for the KFC account.

Says PETA Director Bruce Friedrich, "It would be ethically and financially prudent for Foote, Cone & Belding not to jump into the fryer with an embattled KFC."

For more information, please visit PETA's Web site  
[KentuckyFriedCruelty.com](http://KentuckyFriedCruelty.com).

**August 18, 2003**

To: [NY Biz press]  
From: Bruce Friedrich 757-622-7382, ext. 1342  
Re: PETA Urges Ad Agency to Refuse KFC Account

3 pages via fax: [media fax#]

PETA has fired off a letter to Allen Rosenshine, Chairman & CEO of New York advertising agency BBDO Worldwide, urging him to withdraw from the bidding for fast-food chain KFC's advertising account because of KFC's refusal to adopt minimal animal-welfare standards for the chickens killed for its restaurants. KFC is revamping its ads in the wake of its parting of the ways with former pitchman Jason Alexander, whose contract was not renewed after PETA persuaded him to approach KFC executives about the company's cruel treatment of chickens. PETA has sent a similar letter to ad Foote, Cone &



**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

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS

Belding of Chicago, which is also in the running for the KFC account.

Says PETA Director Bruce Friedrich, "It would be ethically and financially prudent for Foote, Cone & Belding not to jump into the fryer with an embattled KFC."

For more information, please visit PETA's Web site [KFCCruelty.com](http://KFCCruelty.com).



**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

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS