

Pamela Anderson

May 24, 2004

Dale Earnhardt Jr.
P.O. Box 5190
Concord, NC 28027

Dear Mr. Earnhardt,

Greetings from an admirer. I am writing on behalf of my friends at PETA and their 800,000 members. I've learned that you drive a car sponsored by KFC, which faces a worldwide boycott because of its cruel killing methods, such as scalding live birds in feather-removal tanks. When one takes a multimillion-dollar endorsement from a company, one must also take some responsibility for the company's practices, so we're asking you to use your considerable influence with KFC to improve its animal-welfare standards.

You may not realize that KFC allows its suppliers to sear the beaks off baby birds without painkillers, breed and drug chickens to grow so quickly that they spend almost their entire lives crippled and suffering, and scald chickens to death in feather-removal tanks in the slaughterhouse while they are still fully conscious and able to feel pain. Despite the recommendations of members of its own animal-welfare advisory panel, KFC has refused to implement a simple four-point plan that would eliminate these and other abuses and that PETA has proved will actually save the company money in the long run.

We'd love to have you sign a letter urging KFC to make all these changes, but if you'd be willing to ask for even just one thing, this is what would make the biggest difference in reducing suffering:

Controlled-atmosphere killing of chickens, a painless process that puts chickens to sleep, would be a huge improvement over the current method of hanging the birds up by their broken legs, slitting their throats, and often scalding them alive while still fully conscious and able to feel pain. Please, won't you ask KFC to make this change for the 750 million chickens killed for its restaurants each year?

May we draft a letter for you to consider?

You can reach me through Dan Mathews at 757-962-8308. I look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pamela', with a large, looping flourish above the name.

Pamela Anderson