

BIRTH OF A MOVEMENT

Early in the 1980's, a new social and political movement was born: the *animal rights movement*. This movement is based upon the ethical concepts of *rights* and *justice*. Its goal is not merely to promote *kindness* to animals, but to guarantee that animals can live out their lives free from exploitation by human beings. Animal rights advocates believe that discrimination against members of other species is wrong — for the same reasons that racism and sexism are wrong. For like human beings, animals feel pain and suffer, and deserve to have their interests taken into consideration.

The strength of the animal rights movement is *local, grass-roots activism*. Only by creating a popular groundswell of opposition to animal abuse in communities throughout the country can we hope to end animal suffering.

As the animal rights movement has grown in strength and power, the animal exploitation industries have joined together to oppose our efforts. Now, more than ever before, it is critically important for grass-roots groups to also unite and work together for the animals.

WHO WE ARE

Animal Rights Mobilization (ARM!) was created to meet this pressing need for unity in the grass-roots movement. **ARM!** is a national, grass-roots networking organization, with affiliated local groups in cities and towns across the country. Dedicated to the

elimination of animal abuse and exploitation, **ARM!** evolved out of Trans-Species Unlimited, one of the most successful direct action organizations in the history of the animal rights movement. Through its highly-visible, dramatic events and high-powered educational and outreach activities, TSU helped to make animal rights a mainstream political issue in the 1980's. **ARM!** will carry on the TSU tradition of hard-hitting, successful campaigns such as the Fur-Free America Campaign and the Cornell Cat Campaign, while also acting as a unifying force for the grass-roots movement.



Photo: Vito Torelli

WHAT WE DO

ARM!'s Information and Research Center functions as a clearinghouse for the animal rights movement. Any grass-roots group or individual activist may contact **ARM!** toll-free at the **ARM! Hotline** for help with animal rights issues.

ARM!'s Education & Outreach Division offers a wide range of educational leaflets and campaign materials on animal rights.

ARM!'s Movement Mag, the only grass-roots magazine, provides listings and information on local groups and their campaigns. **ARM!'s** speakers' bureau provides experienced activists to participate in and support local groups' events.



ARM!'s Campaign Division develops and coordinates major national campaigns and direct action events, such as the nationwide **Fur-Free Friday** protests. **ARM!** works with local groups to ensure that they continue to grow and flourish, enabling them to bring about concrete changes for animals in their own communities.

ARM!'s Branch Offices in New York City and Chicago are the largest and strongest grass-roots groups in the country. Their high level of activism and extensive outreach efforts have brought thousands of new people into the movement, and made a concrete difference for animals. The **ARM!** branch offices are models of grass-roots activism, setting a high standard for local groups across the country.

ARM!'s Networking Division supports and empowers individuals and local grass-roots groups by providing them with concrete support services and uniting them to create a powerful force for the animals.

"ARM! is just what the grass-roots activist needs." — Joy Bush, Animal Rights Front, New Haven, CT

"Finally — a national organization that draws local groups together to work in unison for the animals." — Jim Mason, Co-Author *Animal Factories*

"Through ARM!, our local work becomes part of one national effort and we link up with other groups nationwide." — Kay Lair, Voice for Animals, San Antonio, TX