News & Notes

New Milk Ads Shake Up A Deceptive Advertising Complaint

A new series of milk advertisements sponsored by the National Fluid Milk Processor Promotion Board (NFMPPB), which feature a female celebrity sporting a milk mustache, has been cited in a complaint to the Federal Trade Commission. A Washington, D.C.-based doctors organization, The Physicians Committee for Responsible Medicine (PCRM), has filed the complaint saying the ads are deceptive because they imply that milk is a good source for dietary calcium. The ads state, "with calcium galore, [milk] is one of the best things around." PCRM has countered the claims of the NFMPPB by citing evidence that increasing milk consumption is one of the weakest strategies for protecting the bones. The physicians group has pointed to studies which show that dietary and lifestyle choices which promote the loss of calcium are the real culprits in weakening bones. These factors include the consumption of animal protein, sodium, caffeine, phosphorous, tobacco and living a sedentary lifestyle. PCRM thinks the issue of calcium in the diet should be preventing calcium loss rather than promoting calcium intake through dairy products. For more information on calcium in the diet contact PCRM, 5100 Wisconsin Ave., NW, Washington, DC 20016, (202) 686-2210.

Get it the "Veg Way" at Burger King

Just over two years ago Farm Sanctuary, a New York-based animal protection group, persuaded the local Watkins Glen Burger King franchise to offer a vegetarian burger on their menu. The burger was a huge success. Burger King then decided to test the potential for a veggie burger market and has recently had a successful test at their corporate headquarters' kitchen in Florida. This new development could lead the way to nationwide distribution of the burger at all Burger King franchises. You can help get Burger King to put compassion on their menu by writing to Jim Anderson, CEO, Burger King Corporation, 17777 Old Cutler Rd., Miami, FL 33157, or call 1-800-937-1800.

Dining on Dioxin

As recently reported in *The AV Magazine*, a 2,000 page report on dioxin was released by the U.S. Environmental Protection Agency. The report warned of the risks from ingesting dioxins found in some common foods that Americans eat. The culprits? Meat, cheese and dairy products were singled out in the report as being particularly high in dioxin content. This is because dioxin is stored in the fatty tissues of animals. Dioxin has been implicated in causing cancer as well as promoting "developmental and reproductive effects, immune suppression and disruption of regulatory hormones...."

Assistance to Animals in Japan's Earthquake

The World Society for the Protection of Animals (WSPA), a Boston-based animal welfare group, sent relief workers to Japan and has set up a relief fund for the animals who fell victim to the massive earthquake. The team of WSPA relief workers set up a facility which will provide care for over 200 animals on a continuing basis. In addition, the relief team rescued hundreds of animals throughout the city, including a dog who had been trapped on the rooftop of a nearly collapsed building for over seven days. International Projects Director for WSPA, Jon Walsh stated, "Various private and governmental agencies are blanketing Japan with aid for people in distress. We went to help the animals — the forgotten victims in natural disasters." To donate to the fund for Japan's animal earthquake victims contact WSPA - Earthquake Fund, Box 190, Boston, MA 02130, (800) 883-WSPA.

Get Your EarthDay Info Now

EarthSave, an environmental organization that focuses on vegetarian food choices, has educational materials available for EarthDay 1995. The materials show how our food choices affect the environment and how changing our eating habits is something each of us can do three times a day to make a profound difference for the health of the planet. For information on what's available, or to place an order, call (800) 362-3648.

The AAVS also has materials available at special bulk discount prices for EarthDay. Our *Liberate the Environment*, *Liberate Your Diet* and *Liberate Your Lungs to Liberate Animals* brochures, as well as our *Vegetarianism* brochure, button and bumper sticker are all wonderful resources for EarthDay. For information on ordering these call 1-800-SAY-AAVS.

Jack-in-the-Box Restaurant Pays Big in Law Suit

A Washington state court recently approved the settlement of a lawsuit against Jack-in-the-Box and a number of other defendants. The award of $15.6 million was given to a 12-year-old girl who wound up in a 42 day coma, and will have severe medical problems for the rest of her life as a result of eating contaminated hamburger.

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Grassroots Focus

In Bonne Terre, Missouri there is a no-kill animal sanctuary called Martha's. For over 9 years Ralston Purina (RP) donated broken and surplus bags of dog food to Martha's. Recently RP decided that they would rather sell the food for pennies a pound than continue the donations. The shelter now must spend money on food (for 250 dogs and 30 cats) that was being donated before. This situation has put a heavy strain on their budget. You can help in two ways. You could make a donation to Martha's, P.O. Box 22203, St. Louis, MO 63116 and you can also write to the Ralston-Purina Co., Consumer Relations, 801 Chouteau, St. Louis, MO 63102, (800) RPU-RINA. Ask RP to continue their donations to Martha's.

News & Notes Con't.

Eco-Animal Magazine for Youth

In early February *How On Earth!*, a magazine written by and for young people about environmental, social justice and animal rights concerns, was relaunched with a new four color format and double the old size. The first issue, dedicated to River Phoenix, includes articles on free-tree campaigns, parents & vegetarianism, the campaign against Gillete, and tributes to River that were sent to the Phoenix family after his death. Anyone interested in receiving a subscription to *How on Earth!* should send $18.00 (1yr./4 issues) to HOE!, P.O. Box 339, Oxford, PA 19363. You can also receive a review copy by sending a request to the same address.

President Clinton Continues to Endorse Hunting

In his January 24, 1995 State of the Union Address, President Clinton again promoted sport hunting. Just weeks after his Arkansas duck hunting trip, the President stated, "...I would never do anything to infringe on the right to keep and bear arms, to hunt and to engage in other appropriate sporting activities. I've done it since I was a boy, and I'm going to keep right on doing it until I can't do it anymore." Write to the President and tell him that the majority of Americans oppose his boyhood pastime. Write to President Bill Clinton, 1600 Pennsylvania Ave., Washington, DC 20500, (202) 456-1111, e-mail - president@whitehouse.gov.

New Companion Animal Handbook Available

The Progressive Animal Welfare Society (PAWS), considered one of the best animal shelters in the nation, has developed "The Hands on Handbook," a publication designed to show people how to make the world a better place for cats and dogs. The Handbook has been specially produced so that animal organizations and humane societies can customize it for their members. The publication covers spaying and neutering, feral cats, first aid, health tips and how to help community organizations. For a sample copy and information on how to get this publication into the hands of your local animal shelter, contact PAWS, P.O. Box 1037, Lynnwood, WA 98046, ATT. Jennifer Clanahan, (206) 787-2500, ext. 812.

Animal Friendly Hotels

Following are the names and numbers of hotels that welcome companion animals. Make sure when making vacation plans that you contact the hotel first as state and local laws might conflict with the welcome pet policy at certain locations.

- Days Inns of America (800) 325-2525
- Choice Hotels International (Econo Lodges, Sleep Inns, Clarion Hotels, Quality Inns, Comfort Inns) (800) 228-5050
- Holiday Inn Worldwide (800) HOLIDAY
- Hospitality Franchise System (Howard Jonhson's, Ramada) (800) 654-2000
- LaQuinta Motor Inns (800) 531-5900
- Motel 6 (505) 891-6161
- Ramada Inns (800) 228-2828 (Hearing Impaired Number (800) 228-3232)
- Sheraton Corporation (800) 325-3535

The AAVS Has a New Executive Director

The AAVS is pleased to welcome Tina Nelson, our new Executive Director. Tina hit the ground running this March eager to ensure that The AAVS message reaches more people than ever. For the past six years Tina has owned and managed a popular retail store, Kind Earth, in Doylestown, PA which specializes in cruelty-free products and activist resources. Before owning Kind Earth Tina became well known to the animal protection community in her post as Chief Cruelty Investigator for Bucks County SPCA. Read more about Tina and The AAVS' future plans in the upcoming *AV Magazine*.

HELP! With your letter writing

Jill Schechter, P.O. Box 340022, Boca Raton, FL 33434 wants to help you help the animals by writing those necessary letters for you. Send her a self-addressed, stamped, #10 envelope, and she will send you four letters, ready for your signature. Just name the four **ActiVator** subjects you want help with! **The service is free!!!**

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