

MINUTES OF ENTERTAINMENT...

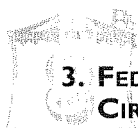


LIFETIME OF MISERY

**Animal Circuses:
Are they really worth it?**

API 5550

Make This Your Last Animal Circus



3. FEDERAL AND STATE LAWS DO NOT ADEQUATELY REGULATE CIRCUSES

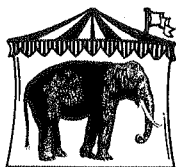
- It might be reasonable to assume that legal safeguards are in place to protect animals in circuses. But while circuses and traveling shows must comply with the federal Animal Welfare Act (AWA) and any applicable state and/or local laws, these regulations are neither sufficiently specific nor adequately enforced.
- Every major circus that uses animals has been cited for violating the minimal standards of care set forth in the Animal Welfare Act.
- Officials from the U.S. Department of Agriculture (which enforces the AWA) have repeatedly ignored obvious physical trauma to animals, eyewitness accounts of mistreatment, and sworn testimony from former circus employees who report mistreatment of elephants.



4. CIRCUSES DO NOT CONSERVE ENDANGERED SPECIES

- Endangered animals born in circus "conservation" programs have never been released into the wild; most are slated to become "replacement" performers. Captive breeding programs do nothing to address the real threats endangered animals face in the wild, such as poaching, trophy hunting, loss of habitat, and loss of prey.
- While circuses line their pockets with money from ticket sales, wild animal populations continue to decline due to a lack of support for enforcement of protection laws, educational programs, and habitat preservation in the animals' native lands.
- Despite circuses' high-minded claims, they are entertainment, not education. Watching wild animals perform unnatural tricks does not teach our children respect or appreciation for animals, nor does it help animals in the wild. Circuses teach children that it's acceptable to exploit and mistreat animals for amusement. Further, no research has shown that attending circuses increases public concern about the population status of a species or what steps are being taken to ensure its survival in the wild.

What You Should Know About New Cole Bros. Circus



NEW COLE BROS. CIRCUS (FORMERLY CLYDE-BEATTY COLE BROS.) HAS FAILED TO MEET MINIMAL FEDERAL STANDARDS FOR THE CARE OF ANIMALS ESTABLISHED IN THE ANIMAL WELFARE ACT (AWA).

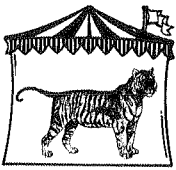
Although Cole Bros. Circus states that exotic animals are no longer being used in its shows, it continues to rent out animals to other performances and make a profit on the animals' use for human entertainment.

RECENT INCIDENTS INVOLVING COLE BROS. CIRCUS:

- 7/04: Apollo, a seven-year-old white Bengal tiger, escaped from Cole Bros. Circus while the circus was performing at Forest Park in New York City. The sight of the 450-pound tiger caused a multi-car accident on the Jackie Robinson Parkway that injured four adults and one child. This is the second escape of Cole Bros. animals from Forest Park. In 1995, two elephants escaped, injuring people and damaging property. (*Associated Press*)
- 5/04: Cole Bros. stops using elephants in its shows. However, Cole Bros. continues to rent out its two remaining elephants, Tina and Jewel, for TV commercials and other performances. (*Baltimore Sun*)
- 2003: The United States Department of Agriculture (USDA) cited and fined Cole Bros. \$2,750 for "improper handling of an elephant" after receiving a 3/27/03 videotape of a trainer hitting an elephant with a broom. The trainer was fired. (December 2003 USDA letter, *Baltimore Sun*)
- 8/01: A Cole Bros. clown, known as "Smiley the Clown," was found guilty on nine counts, including sodomy, sexual abuse, and endangering the welfare of a child, for years of sexually abusing his teenage assistant. (*Associated Press*)
- 5/01: The USDA cited Cole Bros. for failing to have an updated Program for Veterinary Care, failing to have a Capture/Restraint Protocol in the event of a tiger escape, and failing to have a written veterinarian-approved diet plan for the tigers. (USDA Inspection Report)
- 5/00: In response to complaints by a local animal advocacy group in Stamford, CT, Cole Bros. Circus performances were replaced by Cirque Eos, an animal-free show. (*The Springfield News-Leader*)

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API 5552



- 2/00: The USDA cited Cole Bros. with:
 - failure to handle two elephants, Helen and Bessie, in a "manner that prevents trauma or physical harm" after the inspector found several white circular scars from being hit with a bullhook;
 - failure to employ a veterinarian experienced with elephants and failure to provide adequate veterinary care. Bessie had been bleeding after and/or during urination and had not been diagnosed or treated for the condition. Helen had fecal material protruding from under her tail and had not been diagnosed or treated for the condition. In addition, all the elephants were in need of foot care;
 - failure to properly design the transport enclosure after Helen was slammed into the forward wall and injured during sudden braking. This resulted in paralysis of her tail;
 - failure to properly store food after several bags of grain were found with holes caused by rodents;
 - failure to have documentation of the tuberculosis status of all handlers who had direct contact with the elephants. (USDA Inspection Report)
- 2/00: Cole Bros. settled USDA charges of abusively using a bullhook on several elephants. The settlement included a \$10,000 civil penalty to be suspended provided that this amount is spent on an elephant consultant who would visit the circus twice per year. Cole Bros. was also to maintain for two years its program for the improvement of elephant handling and care. (USDA Press Release)
- 8/99: The Monmouth County SPCA in New Jersey filed three criminal complaints and three civil complaints against Cole Bros., saying that the circus conducted elephant rides with Helen while her legs were injured. The SPCA videotaped Helen during her performances and had experts examine her legs to establish probable cause for the suit. (*Daytona Beach News-Journal*)
- 8/99: Two elephants, Petunia and Conti, died within two weeks of each other. USDA Spokesman Jim Rogers was suspicious of wrongdoing and was looking into "possible violations of the Animal Welfare Act." Rogers said that his office was inundated with complaints from patrons of Cole Bros. Circus shows. He said that they "get calls from everywhere they go." (*Daytona Beach News-Journal*)
- 6/93: An elephant who was chained among a group of ten Cole Bros. elephants crushed a man to death by pinning him against a truck trailer at the Fishkill Mall in New York. (*The New York Times*)

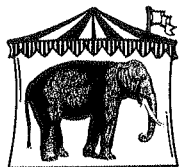
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What You Should Know About Carson & Barnes Circus



CARSON & BARNES CIRCUS HAS FAILED TO MEET MINIMAL FEDERAL STANDARDS FOR THE CARE OF ANIMALS ESTABLISHED IN THE ANIMAL WELFARE ACT.

The United States Department of Agriculture (USDA) has cited Carson & Barnes Circus numerous times for failure to provide veterinary care and failure to provide adequate food, water, and shelter from the elements, as well as failure to handle animals in a manner that ensures public safety.

RECENT INCIDENTS INVOLVING CARSON & BARNES CIRCUS:

- 4/12/04: Baby Jennie, a five-year-old endangered Asian elephant calf died from elephant herpes virus. Allegations are made that Jennie's illness is linked to the stress of being separated from her mother too early and being sent on the road to perform at just 16 months of age. (*Ukiah Daily Journal*, Carson & Barnes Press Release accessed 5/11/04)
- 8/09/02: A Carson & Barnes truck carrying two elephants overturned in Rhinebeck, NY on the way to a performance scheduled later that day. Three people were sent to the hospital and the road was closed while emergency workers freed the trapped elephants and placed them in another truck. The show opened as scheduled. (*Poughkeepsie Journal*)
- 5/14/02: The USDA cited Carson & Barnes for failure to have an attending veterinarian and failure to provide adequate veterinary care to Paula, an African elephant with chronic skin problems. (USDA Inspection Report)
- 1/02: Federal authorities receive an undercover videotape of an elephant training session from an animal advocacy organization. The video shows Carson & Barnes' animal care director beating the elephants with a bullhook and shocking them with an electric prod while he instructs other trainers that the only way to get the elephants' attention is to make them scream. The video also shows a handler using a blowtorch to remove the elephants' coarse hair, as well as stereotypic behavior exhibited by chained elephants and caged bears. (*North Coast Journal Weekly*, *The Los Alamos Monitor*, PETA)
- 5/22/01: The USDA cited Carson & Barnes for failure to provide veterinary care to a zebu with overgrown hooves; failure to have 15 elephants under the direct control and supervision of a knowledgeable handler while children,



parents, and teachers were present; overworking a camel used for rides; allowing a dog to run loose in the parking areas; failure to provide shelter to a pygmy hippopotamus, a zebu, a water buffalo, llamas, goats, and camels during gusty winds and rain showers; failure to provide minimum space and failure to afford species-specific behavior to elephants confined in transport trailers and other elephants chained by fore and rear legs; failure to provide minimum space and failure to provide species-specific behavior and species-appropriate exercise to big cats confined in travel cages; improper food storage; and expired meat. (USDA Inspection Report)

- 6/06/00: The USDA cited Carson & Barnes for shackling an elephant with a leg chain that did not have a protective covering, such as a fire hose, to protect the elephant's leg. (USDA Inspection Report)
- 9/06/98: Carson & Barnes announced that its elephant Isa had given birth to a baby elephant named Jennie. According to a USDA inspection report dated 9/02/98, just four days before Jennie's birth, Isa was on the road giving elephant rides with Carson & Barnes' sister circus, Kelly Miller Circus, in Logansport, IN. This indicates that Isa was subjected to the rigors of travel and performing while in advanced stages of pregnancy. (www.carsonandbarnes.com, USDA Inspection Report for Kelly Miller Circus)
- 10/28/97: The USDA cited Carson & Barnes for failure to correct a previously identified violation of not providing adequate ventilation in the elephant transport trailer. (USDA Inspection Report)
- 7/23/97: After an investigation in Colorado, Cindy Machado, a humane investigator with the Marin Humane Society, reported, "I watched animals become injured with blood dripping down their legs without being treated. There were ponies and horses with open, draining saddle sores that were still being ridden." Officer Machado also reported inadequate and inhumane restraints on animals and stress-induced behaviors such as horses rearing, camels fighting, and elephants rocking and swaying, as well as non-compliance with federal regulations. (*San Francisco Examiner, Marin Independent Journal*)
- 2/01/95: A Carson & Barnes tiger named Shawana squeezed out of her enclosure and was missing for 10 days. A helicopter pilot finally spotted her curled up just inside heavily forested Kiamichi Park, near Carson & Barnes' winter quarters. She was shot with a tranquilizer and returned to captivity. (Associated Press, *Chicago Tribune*)

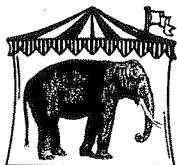
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What You Should Know About Circus Gatti



IN ADDITION TO ESCAPES BY ANIMALS UNDER THEIR CARE AND CONTROL, CIRCUS GATTI HAS FAILED TO MEET MINIMAL FEDERAL STANDARDS FOR THE CARE OF ANIMALS ESTABLISHED IN THE ANIMAL WELFARE ACT.

The United States Department of Agriculture (USDA) has cited Circus Gatti numerous times for failure to provide veterinary care; failure to provide adequate food, water, and shelter from the elements; and failure to handle animals in a manner that ensures their safety as well as public safety.

RECENT INCIDENTS INVOLVING CIRCUS GATTI:

- 5/10/02: Cash, an eight-year-old Siberian tiger with Circus Gatti, refused to return to his cage following a performance in Sacramento, CA, prompting the evacuation of spectators from the arena. Both Sacramento police and SWAT teams were dispatched to the scene. The tiger was eventually tranquilized and returned to his cage. (Sacramento Police Department Incident Report)
- 3/29/02: The USDA again cited Circus Gatti for failure to submit an updated traveling itinerary to USDA. The itinerary ensures that Animal Care knows the circus' whereabouts in order to make inspections. (USDA Inspection Report)
- 9/18/01: The USDA cited Circus Gatti for failure to supply an updated traveling itinerary that would allow the agency to make unannounced inspections. Itineraries are required to be updated with each schedule change. (USDA Inspection Report)
- 7/98: The city of Richmond, CA unsuccessfully attempted to collect a \$10,620 balance owed by Circus Gatti for a May 1998 circus show. (*San Francisco Chronicle*)
- 6/08/98: A USDA inspector noted that the elephants, trainers, and handlers had not been tested for tuberculosis. (USDA Inspection Report)

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- 1/26/98: The USDA cited Circus Gatti for failure to maintain the structural strength of the elephant barn floor. This was a previously identified noncompliance that had not been corrected. The inspector also noted that the ventilation of the transport trailer "could be less than adequate in extreme hot weather conditions." (USDA Inspection Report)
- 6/25/97: The USDA cited Circus Gatti for failure to maintain the elephant barn. (USDA Inspection Report)
- 6/19/97: The USDA noted that Circus Gatti needs to update its written plan for veterinary care. (USDA Inspection Report)
- 7/07/90: During the chimpanzee act, two chimps, while collared and leashed, dragged their trainer out of the ring, grabbed a child from the audience and brought her back into the ring, and mauled her. (*The Oregonian*)

API 5557

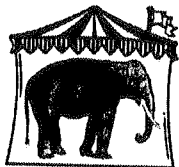
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What You Should Know About Shrine Circuses



SHRINERS GROUPS ACROSS THE UNITED STATES CONTRACT WITH VARIOUS CIRCUS PRODUCERS TO HOLD CIRCUS EVENTS ON BEHALF OF THE SHRINE.

These annual circuses are held as fundraisers for the fraternal group, but proceeds from Shrine Circuses often benefit Shrine Temple operations only. The Shriners may announce in small writing on tickets that proceeds do not benefit Shriners Hospitals for Children and contributions or gifts to the Shrine Circus are not tax deductible as charitable contributions. If you wish to contribute a tax-deductible donation to a Shriners Hospital for Children, you should contact the hospital directly, rather than rely on the purchase of a circus ticket.

Each Shrine Temple individually produces its own circus using leased animals from such companies as George Carden Circus, Jordan World Circus, Tarzan Zerbini Circus, Circus Gatti, Royal Hanneford Circus, and Hawthorn Corporation, among others. Every exhibitor of Shrine-leased animals has failed to meet minimal federal standards under the Animal Welfare Act for the care of animals used in the circus. However, the Shriners are able to avoid responsibility and scrutiny by the United States Department of Agriculture (USDA) and local animal control because the Shriners do not own the animals used in their shows.

The USDA has cited Shrine Circus animal exhibitors for failing to provide veterinary care; failing to provide adequate food, water, and shelter from the elements; and failing to handle animals in a manner that ensures their safety as well as public safety. Animals used in Shrine circuses have rampaged, causing human deaths and injuries.

Some Shriners are rethinking the use of animals in their circus fundraisers as it becomes recognized as archaic, unsafe, and inhumane. Please let the Shriners know that you want an end to animal cruelty at the Shrine Circus and will attend only animal-free circuses.



SOME RECENT INCIDENTS INVOLVING ANIMALS AT SHRINE CIRCUSES:

- 1/05: In Fort Wayne, IN, an elephant fatally trampled her trainer while being loaded into the transport truck. The trainer died after being taken to the hospital with critical chest injuries. The elephant, owned by Tarzan Zerbini Circus, was hired to perform in the Fort Wayne Mizpah Shrine Temple's annual circus. In a similar incident, another employee of the same circus was injured in 1995 when an elephant knocked him to the ground and stomped on his abdomen. (Associated Press)

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API 5558

- 11/04: In Evansville, IN, a chimpanzee with the Hadi Shrine Circus bit a circus guest during a pre-show picture event with the animals. The guest was taken to the hospital and treated for puncture wounds. Circus officials reported that the chimpanzee attack was unprovoked. (WFIE TV-14)
- 4/04: In Spokane, WA, at least 10 cats and 1 bobcat were killed when their travel trailer caught fire while parked inside Spokane Veterans Arena for the El Katif Shrine Circus. As firefighters tried to control the heavy smoke coming from the arena, another bobcat ran through the legs of a firefighter to escape the smoke. A security worker and a circus employee were treated for smoke inhalation. (*Spokesman Review*)
- 4/03: The USDA filed charges against Hawthorn Corporation for numerous violations of the Animal Welfare Act, including physical abuse of elephants, failing to provide veterinary care to an emaciated elephant, failure to provide veterinary care to an elephant suffering from severe chemical burns and a bacterial infection, failure to provide veterinary care to several elephants with severe foot problems, and unsafe public contact. Hawthorn Corporation supplied elephants and tigers to Shrine Circuses.
- 6/02: Tory and Mary, two elephants performing with Shrine Circus, bolted out of the circus tent, scattering crowds during a show in Menomonie, WI. Mary hiked two miles through town and was recaptured at the University of Wisconsin-Stout campus when trucks blocked her route. One child was injured, and the elephants caused property damage. The Shriners had contracted with George Carden Circus for the event. (*Associated Press*)
- 5/02: A tiger refused to return to his cage following a performance contracted with Circus Gatti during the Ben Ali Shrine Circus, prompting evacuation of spectators from the Sacramento, CA arena. Both Sacramento police and SWAT teams were called and dispatched to the scene. The tiger was eventually tranquilized and returned to his cage. (*Sacramento City Police Report*)
- 4/93: A Siberian tiger with Jordan Brothers Circus escaped into the stands during a Shrine-sponsored circus performance in Little Rock, AR. A 13-year-old girl was bitten, causing 7 puncture wounds on the back of her leg. (*Arkansas Democrat-Gazette*)
- 10/92: Before a performance of the Zuhria Shrine Circus in Bloomington, MN, elephant rides were given. After several trips with children and adults on her back, an elephant lost her balance and grabbed the trainer with her mouth. One child suffered a wound on the leg and the trainer suffered a gash on the upper leg and was taken to the hospital. Elephant rides were again performed at intermission and after the show. (*United Press International*)

For more information and a thorough
list of incidents, please visit:

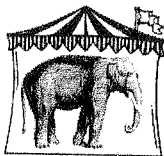
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What You Should Know About Ringling Bros. and Barnum & Bailey Circus



RINGLING BROS. AND BARNUM & BAILEY CIRCUS TOURS THE COUNTRY WITH VARIOUS ANIMALS RANGING FROM ELEPHANTS TO ZEBRAS.

- Since 1993, Ringling Bros. has been cited for more than one hundred deficiencies in animal care during inspections conducted by the United States Department of Agriculture (USDA).
- Kenny, a three-year-old elephant who performed in two shows after Ringling determined he was visibly ill, died in 1998. The USDA charged Ringling Bros. and Barnum & Bailey Circus with violations of the Animal Welfare Act (AWA) for failing to handle Kenny as expeditiously as possible and in a manner that did not cause him stress and unnecessary discomfort. Ringling paid \$20,000 to settle the USDA charges out of court.
- Ringling Bros. and Barnum & Bailey Circus has opposed legislative and other governmental efforts aimed to strengthen protections for captive wildlife.
- Since late 1998, three former Ringling Bros. employees have publicly stated that the circus' elephants, including the babies, receive regular beatings.



SOME RECENT INCIDENTS INVOLVING RINGLING ANIMALS:

- 4/05: Tova, a 36-year-old female Asian elephant, kicked her elephant trainer at the Ringling Bros. elephant facility in Polk City, FL. The man was airlifted to the hospital and suffered a fractured pelvis and a soft tissue wound. Tova was disciplined with temporary isolation from her peers. (*The Ledger*)
- 9/04: Velasquez, a 14-year-old palomino horse, was struck by a charging stallion after being unloaded from the circus train in which the animals traveled. Velasquez died a short time later. (*Associated Press*)
- 8/04: An eight-month-old elephant named Riccardo was euthanized at Ringling's breeding center after falling off a low platform and fracturing both hind legs. He had been separated from his mother at birth. (Ringling Bros. and Barnum & Bailey News Release, August 6, 2004)
- 8/04: Feld Entertainment (Ringling's parent company) ignored two subpoenas and refused to give U.S. government investigators a video of the tiger attack that badly injured illusionist Roy Horn. (*United Press International*)

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- 7/04: A two-year-old lion named Clyde died after traveling by Ringling's circus train through the intense heat of the Mojave Desert. In an affidavit to the USDA, Clyde's former handler alleges that Ringling managers decided the train could not stop to water down the lions because they were behind schedule. Clyde is believed to have died from heatstroke and dehydration. (Associated Press)
- 5/04: Two Norwegian Fjord horses were struck by a freight train after being unloaded from Ringling's circus train. One horse died instantly, and the other was euthanized at the scene. (Dayton Daily News)
- 12/02: An endangered Asian elephant was euthanized because of osteoarthritis. (Ringling Bros. and Barnum & Bailey News Release, December 22, 2002) Captivity-induced foot problems and arthritis are the leading reasons for euthanasia of captive elephants.
- 7/00: The USDA cited Ringling for failure to maintain transport enclosures and failure to provide adequate care and drinking water to tigers while in transit. Lack of ventilation caused temperatures to rise to a point of "immediate danger." One tiger injured his eye and another broke off a tooth attempting to tear open their enclosure doors. (USDA Inspection Report)
- 7/99: Benjamin, a four-year-old endangered Asian elephant, drowned in a pond while traveling between shows. (Associated Press)
- 2/99: A 15-year-old Polish Arabian gelding collapsed and died during Ringling's pre-show parade. (Associated Press)
- 2/99: The USDA issued a warning to Ringling for using ropes to forcibly separate baby elephants from their mothers, causing large, visible lesions on the rear legs of two baby elephants. (Both elephants were just under two years old when taken from their mothers. In the wild, female elephants remain with their mothers for their entire lives and males for up to 15 years.) The USDA found that the handling of the elephants was not in compliance with AWA regulations and found "sufficient evidence to confirm the handling of these animals caused unnecessary trauma, behavioral stress, physical harm, and discomfort." (USDA Inspection Report, USDA letter to Feld Entertainment, May 11, 1999)
- 3/98: The USDA issued Ringling a "serious warning" in the death of Arnie, a four-year-old Bengal tiger. After mauling his trainer, Arnie was shot five times with a 12-gauge shotgun. The attacked trainer's brother shot Arnie while the tiger was enclosed in his cage. (United Press International)

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Four Ways to Make a Difference!

1. Visit www.MoreBeautifulWild.com.

You can order a free poster and obtain additional information about the treatment of animals in circuses.

2. Never attend a circus that displays animals.

Insist on animal-free entertainment. Circuses that employ only human performers are increasing in popularity, and offer families and communities the chance to be amazed and entertained in a cruelty-free manner.

3. Ask your family and friends not to attend a circus that displays animals.

Pledge to tell family and friends that they should not attend an entertainment event that uses animals. Encourage them to seek humane alternatives, such as animal-free circuses.

4. Support the Animal Protection Institute in its efforts to end animal circuses.

Please visit www.MoreBeautifulWild.com or www.api4animals.org to find out how you can help stop cruelty towards animals.

API 5562



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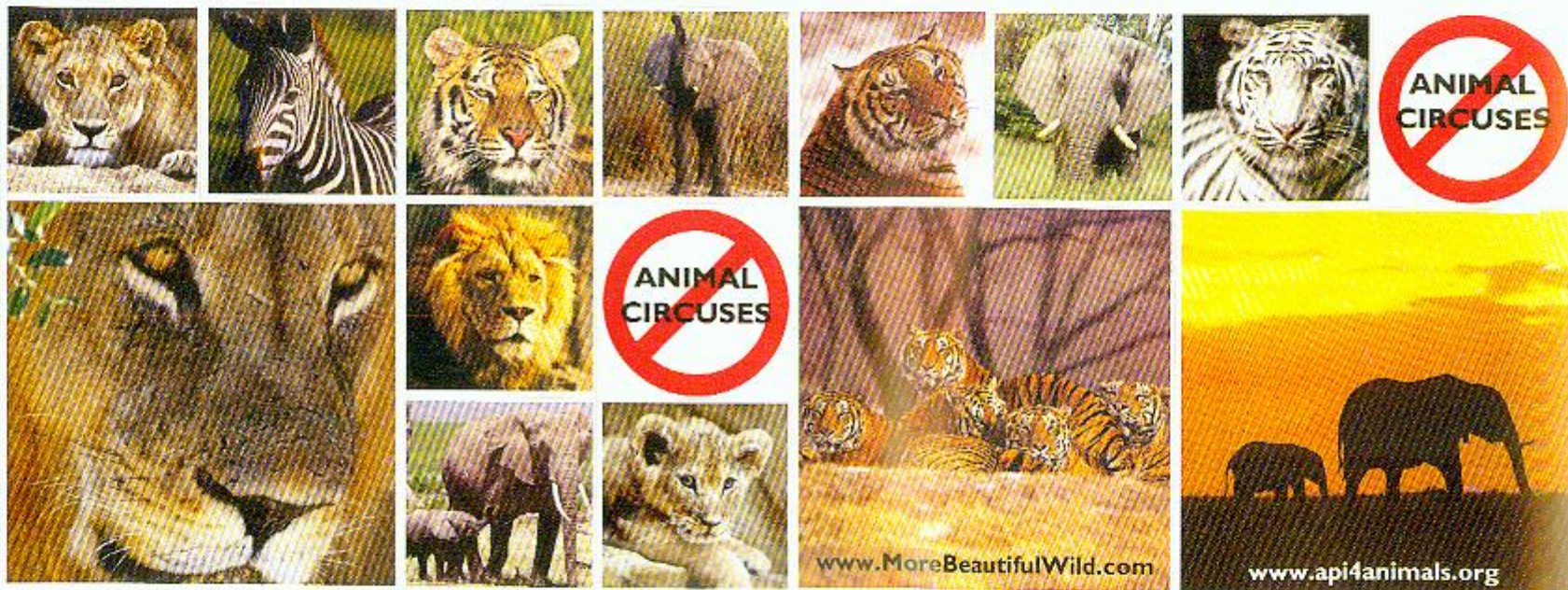
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ANIMAL PROTECTION INSTITUTE

Animal Protection Institute





Why You Should NEVER Go to Animal Circuses:

1. **The care and treatment of animals in circuses is shameful.**
Tools and methods used to "break" and train circus animals throughout their lives include chaining; solitary confinement; deprivation of food and water; and the forcible use of bull hooks, whips, clubs, blunt objects, and electric rods.
2. **Despite vigorous training, animals in circuses pose threats to public health and safety.**
There are numerous documented incidents of escapes and attacks by animals in circuses that have ended in human injury and death.
3. **Circuses do not conserve endangered species.**
Circuses breed animals as "replacement" performers, and never release them into the wild. Watching captive wild animals do unnatural tricks does not educate audiences about the threats these animals face in their native lands.

4. **Federal and state laws do not adequately regulate circuses and enforcement of these minimal laws is a serious problem.**
Every major circus that uses animals has been cited for violating the Animal Welfare Act — but overall, the penalties have been relatively minor, and do not provide sufficient incentive for circuses to "clean up their act."

Don't let circuses' lofty-sounding claims about conservation and animal welfare fool you. Circuses make money by using their animals as unwilling performers and will say anything to convince you to attend.

Remember, circuses travel across the country for as many as 11 months out of every year — and the wild animals that ride with them over thousands of miles are chained or caged while not performing.

Cruelty to animals is never entertaining. Please choose animal-free entertainment for you and your family!

Photo: API/Bradley Stockery

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A
RINGLING
BROS. ELEPHANT

WOULD YOU CHAIN YOUR DOG FOR MOST OF HER LIFE?

WHY PAY A CIRCUS TO DO IT TO ELEPHANTS?

Elephants are chained when not performing



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SAVING ANIMALS IS OUR REASON FOR BEING

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Dear Friend,

They dress elephants up, parade them through the streets, and make lofty-sounding claims about "education" and "conservation" — all to convince the public that elephants in circuses are valued and well-treated.



But the sad and ugly truth is that circuses force elephants — one of the most magnificent animals on this planet — into unnatural lives of suffering and misery.

Now we have shocking and never-before-seen video footage and photographs that offer undeniable proof of elephant abuse by Ringling Bros. and Barnum & Bailey Circus.



That's why the **Animal Protection Institute (API)** has petitioned to join a first-of-its-kind lawsuit, putting Ringling Bros. on notice that this abuse of elephants must stop. I'm writing to ask you to join us by becoming a Founding Member of the new **API Elephant Defense Fund** to raise money for the lawsuit and other work on behalf of circus elephants.



API/Jim Stern

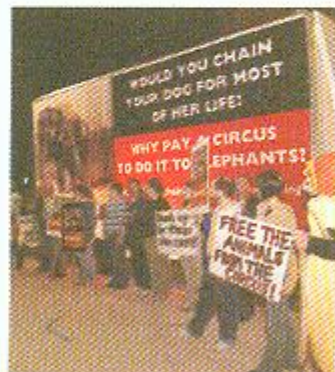
If you're someone like me — who cares about animals, who sees them as part of your life and even your family — then your urge is to protect them from pain and suffering.

That is why the **Animal Protection Institute** was founded more than 35 years ago and is still actively working today. As we like to say:

Saving animals is our reason for being.

I'm writing to ask you to join us at API in stopping the unnecessary suffering that circus elephants must endure every day.

API has fought the exploitation and misery of circus animals for years, and the cause is a priority on our current agenda. At the beginning of this year, API staff went to Florida and joined local advocates for the launch of the Ringling Bros. season. Along with other activists, we distributed educational literature that revealed the ugly secrets behind the big top glitter and lights.



API/Laura Evans

API
PRIMATE
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Dilley, TX
www.api4primates.org

API 5566

(over please)

Throughout the year, we will follow Ringling Bros. across the country, handing out flyers to circus attendees telling them why they should make the performance their last animal circus. Thousands more Americans will learn about the appalling care and treatment of circus animals through our public service announcements, and through television, radio, and newspaper reports prompted by API publicity.



All the while, Ringling Bros. continues to claim that its performing animals receive “care, attention and love every day of the year.” But that’s not what our research shows!

The time has come to raise the curtain on the cruelty behind the big top — and we need your help to do it.



API has video footage, photographs, and other hard evidence of the extent of the circus’s cruelty — evidence that exposes, among other offenses, chaining of elephants in Ringling Bros.’ care and the senseless death of Benjamin, a young Asian elephant who died in a pond during a stop between Ringling Bros.’ shows.

In addition, API and its lawsuit partners have amassed a wealth of evidence that Ringling Bros.’ routine practices violate the Endangered Species Act. The abuses include the forceful use of bullhooks, the chaining of elephants for most of the day and night, and the forcible removal of baby elephants from their mothers.

As if all this weren’t bad enough, Ringling Bros. has launched a major public relations campaign that claims it is helping preserve the endangered Asian elephant through its breeding facility, the “Center for Elephant Conservation.” What Ringling Bros. does not tell the public is that not one of the animals born in its center has been released into the wild. They are all replacement performers for the extremely profitable circus industry.

Lawsuits are long and expensive, yet we feel that our chances of winning are great — and the potential benefits enormous. A victory in this case could mean that there will be no more elephants in future Ringling Bros. performances. Clearly, the company will fight this every step of the way with its enormous resources.

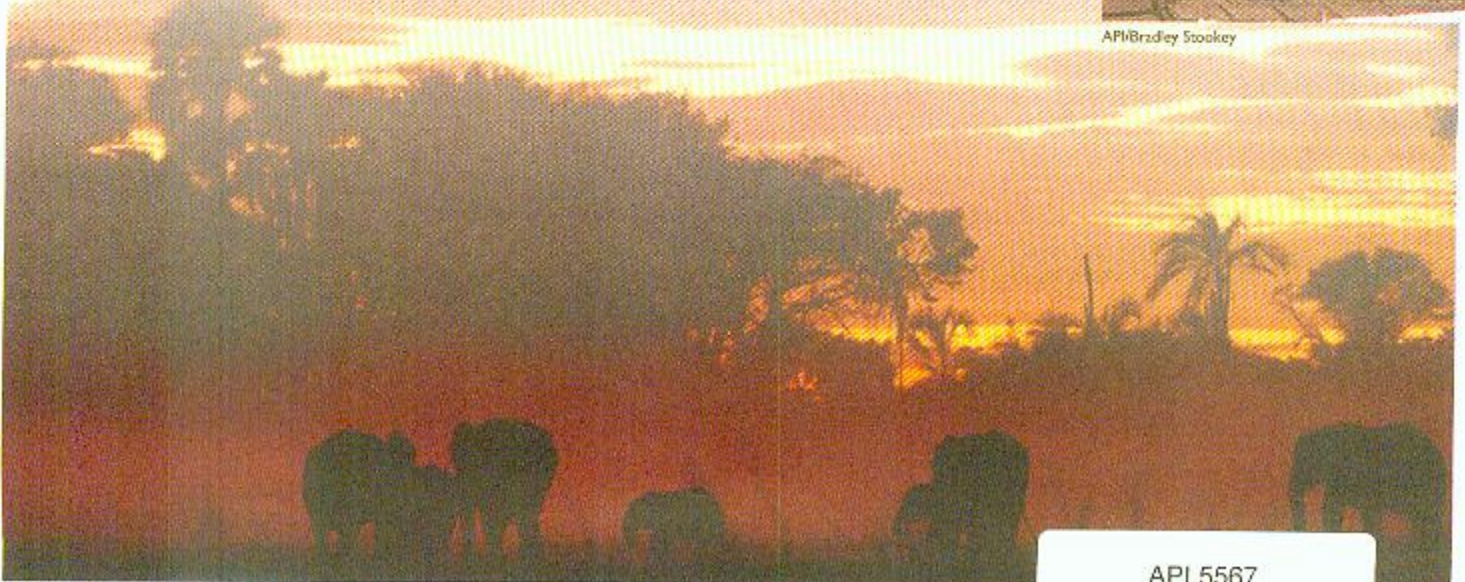
We hope that this case will go to trial by this spring, but in the meantime we need to raise at least \$100,000 to be an active partner in the lawsuit and for other activities on behalf of elephants used in the circus. Won’t you help us by contributing to the



API/Bradley Stookey



API/Bradley Stookey



API Elephant Defense Fund? We don't hope to ever have the resources of Ringling Bros., but we know that protecting animals from abuse in the circus is one of the most important things API can do.

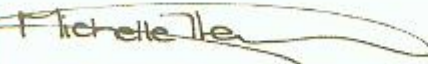
But it's not the *only* thing!

When you become a member, you'll find out how you can help protect animals on a daily basis through *Animal Issues*, API's full-color informative magazine, as well as regular API *Bulletins*, issue-oriented brochures, and "Take Action" mailings. You'll even be able to sign up for API's Action Alert Team.

Will you help us with the resources necessary to pursue this effort to a decisive and victorious end? Will you help us win so that there are no more baby elephants torn from their mothers, so that no more elephants spend their days in chains or being beaten with bullhooks, so that these noble creatures can remain wild and free?



Working for the animals,



Michelle Thew
Chief Executive Officer

P.S. I've enclosed some special API stickers that show circus animals as they should be: wild and free. Please use the stickers to spread our message that animals are more beautiful wild. Also, please sign API's pledge that you will not attend circuses that use animals (the pledge is on the enclosed response form). Together, we will raise the curtain on the cruelty behind the big top. Thank you!

The Evidence is Clear



The Asian elephant is currently listed as an endangered species, meaning that any acts that would "harm, wound, injure, harass, or kill" one in the wild or in captivity are prohibited by law. Yet, elephants in Ringling Bros. and Barnum & Bailey Circus are subjected to routine practices including:

- **the forceful use of bullhooks** — large clubs with sharp, curved points — to train and control the animals;
- **the chaining of elephants** for most of the day and night; and
- **the forcible removal of baby elephants** from their mothers at Ringling Bros.' "Center for Elephant Conservation," where it breeds elephants for use in the circus.



Now API and our lawsuit partners have a wealth of evidence against Ringling Bros., including video footage, eyewitness accounts, and reports from the U.S. Department of Agriculture (USDA), as well as the accounts of former Ringling Bros. employees who will be testifying about the mistreatment of the circus's elephants. The videotape evidence includes images of the following:

- elephants, including babies, **being hit with bullhooks** and other instruments;
- elephants, including babies, **chained and exhibiting psychotic repetitive behavior**;
- an elephant **giving birth on concrete while chained**, and the **baby being snatched away** from her immediately;
- baby elephants with **large, visible lesions on their legs caused by rope burns** when they were dragged away from their mothers at Ringling Bros.' "Center for Elephant Conservation."

There's more:

In its promotional materials, Ringling Bros. features its breeding facility, the "Center for Elephant Conservation," with photographs of the elephants who have been born there in recent years as part of what Ringling Bros. claims is an effort to "preserve this endangered species for future generations."

However, what Ringling Bros. does not tell the public is that **none of these animals are being bred for reintroduction into the wild** — rather, they are all being produced as stock for the extremely profitable circus. In addition, the promotional materials do not mention that **at least three of the baby elephants born at its breeding facility are dead** — including four-year-old Benjamin, who died when his trainer came after him with a bullhook; three-year-old Kenny, who was made to perform in three shows although he was extremely ill; and eight-month-old Riccardo, who, in August 2004, mysteriously broke both of his hind legs while "climbing on a round platform 19 inches high," and was then euthanized.

This abuse has to stop! Elephants belong in the wild, not in circuses. Join the **API Elephant Defense Fund** today to put an end to this kind of needless suffering and misery!

API 5569

The Animal Protection Institute is a 501(c)(3) charitable organization. All of our work on behalf of animals is supported through the generosity of our contributors. We do not receive any federal, state, or local government funding.

Animal Protection Institute

SAVING ANIMALS IS OUR REASON FOR BEING

Dear Michelle — I want to stop the abuse of elephants and other animals in circuses by contributing to the **API Elephant Defense Fund**. Here's my donation to help API continue its over-35-year history of working on behalf of the animals:



☐ \$15 ☐ \$25 ☐ \$50 ☐ \$100 ☐ Other \$_____

A06SAMA

(see reverse for payment information)

John Q. Sample
123 Main Street
Anytown, US 12345-6789



2006

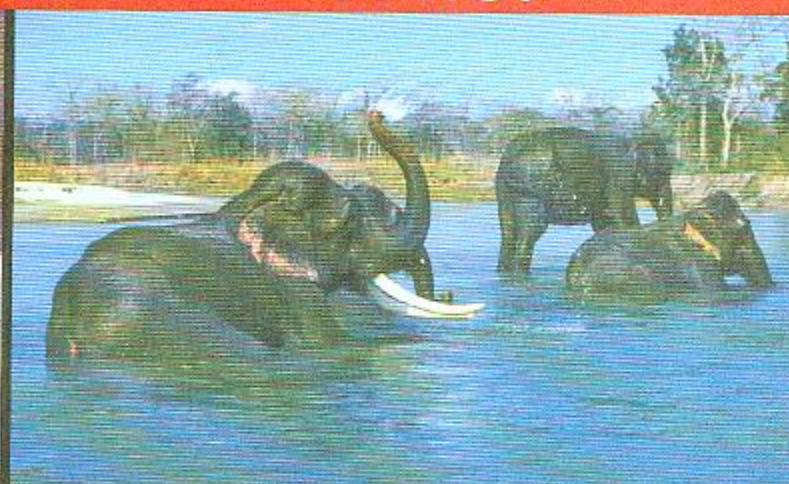
www.api4animals.org

ANIMAL PROTECTION INSTITUTE
P.O. Box 22505, Sacramento, CA 95822
(800) 348-7387 • (916) 447-3070 fax



Your contribution is deductible for tax purposes. Please make any needed corrections to your name and address and return this form with your contribution. Your membership number is above your name. Thank you!

THIS OR THIS?



Help us protect these precious and endangered animals!
Thank you!

API Animal-Free Circus Pledge

Yes, I want to do what I can to help animals in the circus — and I will start by taking this pledge.

I pledge to do all I can to promote animal-free circuses in these ways:

- ☐ I pledge not to attend Ringling Bros. and Barnum & Bailey Circus or any other circus that uses animal acts as feature attractions.
- ☐ I pledge to do all I can to attend an animal-free circus this year to help support compassionate entertainment.
- ☐ I pledge to tell 10 friends about the abuse of animals in circuses and encourage them not to attend such shows.

Sincerely,

Signed _____

Name (printed) _____

City/State _____



API 5570

- ☐ Enclosed is my check. (Please make payable to the Animal Protection Institute.)
☐ I prefer to charge my:
☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

[illegible]

Daytime phone number

Signature _____

- ☐ From time to time, we exchange our names with like-minded organizations. If you'd prefer not to have your name exchanged, please check here.

- ☐ Please keep me informed about important API work through special e-mail Action Alerts:

API 5571

©

(please print)

\$15 Individual	\$25 Family	\$100 Protector	\$500 Advocate	\$1,500 Circle of Compassion	Benefits
✓	✓	✓	✓	✓	Membership Card
✓	✓	✓	✓	✓	A one-year subscription to API's quarterly magazine <i>Animal Issues</i>
✓	✓	✓	✓	✓	Periodic <i>Bulletin</i> newsletters providing campaign and issue updates
✓	✓	✓	✓	✓	Compassionate Shopping Guide
✓	✓	✓	✓	✓	Opportunity to join API's Action Alert Team
✓	✓	✓	✓	✓	Knowledge you are making a difference in the lives of animals!
	✓	✓	✓	✓	Surprise API thank-you gift
	✓	✓	✓	✓	Special promotional offers from participating Corporate Partners and Affinity Programs as they become available
		✓	✓	✓	Certificate suitable for framing
		✓	✓	✓	Name placed in a members-only quarterly raffle to win a basket of products from one of our participating Compassionate Shopping Guide partners — one win per member per year allowed
			✓	✓	A quarterly members-only e-mail update from CEO Michelle Theriot

PLUS...

The knowledge that you are an active member of one of the most effective and efficient groups working to protect animals, large and small, domesticated and wild.

- | | | |
|---|---|--|
| ✓ | ✓ | A quarterly members-only e-mail update from CEO Michelle Thew |
| ✓ | ✓ | Recognition by membership level in the year-end <i>Animal Issues</i> |
| | ✓ | A Circle of Compassion commemorative plaque |
| | ✓ | Adoption of an API Primate Sanctuary primate complete with Adoption Kit |
| | ✓ | An annual members-only phone call from CEO Michelle Thew or an opportunity for a personal "meet and greet" with Michelle based on her national and international travel schedule |

The official registration and financial information of the Animal Protection Institute may be obtained by writing directly to the Animal Protection Institute, P.O. Box 22505, Sacramento, CA 95822. Residents of the following states may request information from their state agencies as follows: FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. KANSAS: Office of the Secretary of State, Capitol - 2nd Floor, Topeka, KS 66612, KANSAS REGISTRATION #713-161-8. MARYLAND: For the cost of copies and postage: Office of the Secretary of State, State House, Annapolis, MD 21401. NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 732-504-6215. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. NEW YORK: Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. NORTH CAROLINA: A COPY OF THE LICENSE TO SOLICIT CHARITABLE CONTRIBUTIONS AS A CHARITABLE ORGANIZATION OR SPONSOR AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DEPARTMENT OF HUMAN RESOURCES, SOLICITATION LICENSING BRANCH, BY CALLING 919-733-4511. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. PENNSYLVANIA: Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. VIRGINIA: State Division of Consumer Affairs, Dept. of Agricultural and Consumer Services, P.O. Box 1163, Richmond, VA 23209. WASHINGTON: Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422 or by calling 1-800-332-4483. WEST VIRGINIA: Residents of West Virginia may obtain a summary from the Secretary of State, State Capitol, Charleston, WV 25305. Registration with any of these government agencies does not imply endorsement.



ANIMAL
PROTECTION
INSTITUTE

P.O. Box 22505
Sacramento, CA 95822



Stop the abuse of
elephants in the circus.

Free stickers enclosed
Sign the **animal-free** circus pledge

API
February Acquisition
Pkg: A - Control
Maildate: 02/24/06
Qty: 46,467
PSI job # 28523

B

API 5572



Visit us at
www.api4animals.org



Michelle Thew, CEO
ANIMAL PROTECTION INSTITUTE
P.O. Box 22505
Sacramento, CA 95822-0505



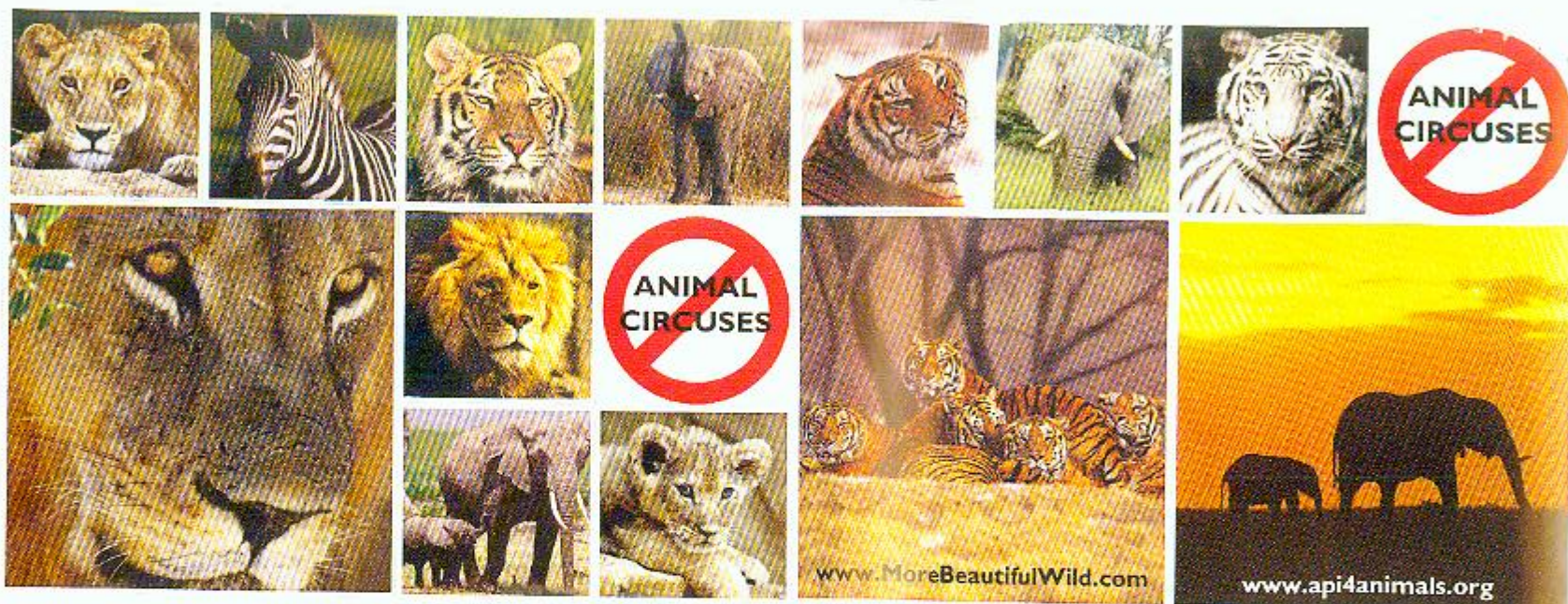
Place
Stamp
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A061



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to help preserve the environment.*





Animal Protection Institute

Dear Ms. White,

I need your urgent help in speaking up for elephants who endure a lifetime of suffering in the circus.

2006

One of the most powerful tools we have in our national campaign to stop the cruelty of circuses that use animals is public education. And yet our message is often blocked by one of the biggest media companies in the country.

As you can well imagine, once people learn about the lifetime of suffering animals in the circus must endure for a few minutes of performance under the big top, many start looking for alternative family entertainment. Broadcasting public service announcements (PSAs) on the radio and using billboards in cities where Ringling Bros. and Barnum & Bailey Circus will be performing have been our most effective means of educating the public and rallying support for the animals.

But API has been blocked from airing those ads in several cities by Clear Channel, one of the biggest media companies in the nation. Our radio PSA features retired police officer Blayne Doyle explaining the lifetime of misery circus animals must endure. In the background are the sounds of elephants being beaten by circus trainers. Mr. Doyle has firsthand knowledge of what can happen to elephants after years of abuse: he was forced to shoot a rampaging circus elephant 50 times with his gun. The experience so affected him, he became a spokesperson for animals in the circus.

Clear Channel, which dominates the radio and billboard markets in many cities, refused to run this PSA in a major city where Ringling Bros. recently performed unless we allowed them "to revise the production to a way that would better fit our stations." We're talking about a paid announcement, not one the station would run for free. And still they refused it!

Clear Channel has also on numerous occasions refused to post our billboard showing a circus elephant in chains. This is one of the reasons we now use a mobile billboard that can be moved around the country, even though it can cost us more money.

You probably feel as outraged – as all of us at API do – at this blatant censorship. We feel we have the right to expose the truth about this important issue. Of course, Ringling Bros. has a lot more money to spend than we do but I think we have something else: people like you who are committed to ending the extended chaining, the painful strikes from bullhooks, and the debilitating and life-threatening foot ailments that elephants suffer from constant confinement. We have with us the power of people who want to put an end to the use of animals, especially endangered ones like the Asian elephant, for human entertainment.

You can speak up for animals in the circus today by:

1. sending the most generous contribution you can so API can secure alternative forms of advertising for our circus campaign and
2. sending the enclosed postcard to Clear Channel politely telling them why they should end their censorship of our PSAs.

Transporting our mobile billboard around the country takes time and money, but we know it's effective. In fact, according to Clear Channel, "outdoor advertising is great because you can't turn it off, throw it away, or click on the next page." We need to get our message out and we need to get it out in cities where Ringling Bros. is performing.

Can you please help us speak up for the elephants by taking these two steps today? Thank you!



Working for the animals,

Michelle Thew

Michelle Thew
Chief Executive Officer

API 5575



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to help preserve the environment.



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Dear Mr. Mays,

I urge you to reconsider your policies towards paid public service announcements across the country from the Animal Protection Institute (API). As someone who cares about the humane treatment of animals, I think the public has a right to know the truth about the animal abuse that occurs in circuses. Rewriting that message is akin to censorship and denies the public the opportunity to learn the truth behind the big top.

I hope Clear Channel will use its powerful position in the media market responsibly by allowing API's message of compassion and concern to reach the public so they can decide if and how they want to help end the suffering of endangered elephants used in circuses.

Name _____

Address _____

City _____ State _____ Zip _____

Place
Stamp
Here



Mark Mays
Chief Executive Officer
Clear Channel
200 Basse Road
San Antonio, TX 78209



**ANIMAL
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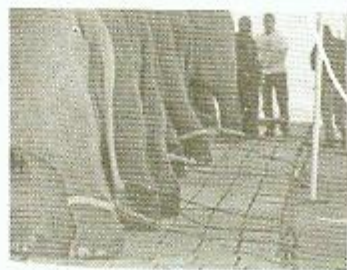
P.O. Box 22505
Sacramento, CA 95822

URGENT

Speak Up for the Elephants Today!



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to help preserve the environment.*



Visit us at
www.api4animals.org

**Free Elephants
From the Circus!!**

Place
Stamp
Here



Michelle Thew, CEO
ANIMAL PROTECTION INSTITUTE
P.O. Box 22505
Sacramento, CA 95822-0505

H064



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ANIMAL
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INSTITUTE

Mailing Address:
P.O. Box 22905, Sacramento, CA 95822

Street Address:
1727 S Street, Sacramento, CA 95814

Ph: 916-447-3085 • Fax: 916-447-3010
www.api4animals.org • info@api4animals.org

ACTION



ALERT

Speak Up for Animals in Circuses

It's circus season again, the time when traveling circuses — and their captive wild animal "stars" — hit the road to tour the country. Using animals in circuses is an unnecessary and inhumane practice that's harmful both to the animals and the public. Inspection reports from the United States Department of Agriculture (USDA) continue to reveal mistreatment and neglect of wild animals who are forced to perform unnatural "tricks" to entertain crowds, as well as escaped animals who threaten public safety.

The good news is that you can make a difference! You don't have to be a self-proclaimed "activist" to help circus animals. We understand that jumping in and getting involved can be intimidating, and that people vary in how comfortable they are taking action for animals. Fortunately, there is a wide range of activities that help circus animals. Depending on your personal comfort level, we encourage you to do one or more of the items below. Whether writing a letter at home or mobilizing activists for a community protest, every step you take helps raise public awareness about the mistreatment of animals in the circus, and brings us closer to the time when animals are not exploited in the name of "entertainment."

What You Can Do and How API Can Help

Before the Show Comes to Your Town

1. Contact API's circus department at 916-447-3085 x213 or jkiesow@api4animals.org. We want to add you to our list of circus activists in order to get you the most up-to-date information about animal circuses and to help link you with other advocates in your area.

2. Find out which circuses and animal acts will be performing in your area, then check their USDA exhibitors' records to see if they have been cited for violating the Animal Welfare Act. If the circus has been cited — whether for improper care of animals or for public safety hazards — spread the word!

API has compiled many of the circuses' USDA records and incidences into single fact sheets. See the "Specific Circus Fact Sheets" portion of API's website (www.api4animals.org/61.htm) to view the history of the circus that is coming to your town.

3. Find out when and where the circus or animal act will perform in your area. Contact the group(s) sponsoring the circus (see www.api4animals.org/628.htm and www.api4animals.org/627.htm for sample letters to sponsors), as well as the venue where the shows will be held. Let sponsors know that there are plenty of spectacular animal-free circuses and shows out there, so they don't need to support animal cruelty or put the public in danger. If the circus has violations of the Animal Welfare Act, provide that information as well.

4. Place a newspaper ad informing readers about mistreatment of animals in the circus. You may want to get an early start raising money to fund the ad, as they can be costly, but they do reach a large audience. API has sample print advertisements available for your use.

— CONTINUED —

5. Contact API for our free 30-second video Public Service Announcement (PSA) to run on your local cable television channel. We are happy to assist you with getting the PSA on the air.
6. Write a Letter to the Editor of your local newspaper explaining why circuses are no fun for animals and pose a threat to public safety (a sample is available at www.api4animals.org/625.htm). Newspapers often run "fluff" pieces about the circus, and it is important for an opposing viewpoint to be heard. If the circus is performing in a college town, contact the school newspaper about writing an "op-ed" piece. Don't forget about small neighborhood papers as well. See API's "Four Reasons Why You Should NOT Attend a Circus that Uses Animals" (www.api4animals.org/188.htm) for tips on framing your argument.
7. If you plan to hold a peaceful protest at circus time, contact API for free flyers that tell circus-goers about "The Big Lie Under the Big Top" (online at www.api4animals.org/images/PDF/BigLie-English.pdf).

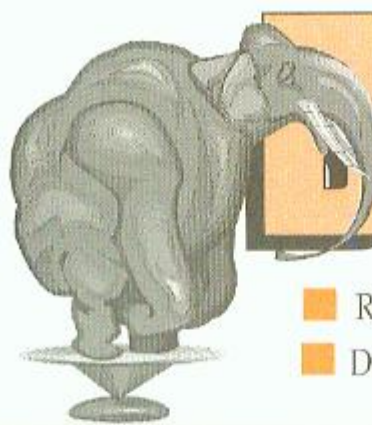
While the Circus is in Town

1. Find out when and where the animals will be unloaded and be there — with a camera or video recorder in hand. Report any suspected problems to API, so that we can work with the USDA and local animal control agencies to stop the mistreatment of animals in the circus, and to generate media coverage about this critical issue.
2. During the show, be near the entrance to the performance to hand out API's flyers. You'll be surprised by the number of people who still don't know about how animals suffer under the big top. Let them know about the many wonderful animal-free circuses (there's a list at www.api4animals.org/631.htm) that provide compassionate fun for the whole family. In addition, please take a picture of your group protesting and send it to API.
3. If possible, attend a performance and look for any violations of the Animal Welfare Act, including handlers striking animals, animals who look unwell or display unnatural behaviors, and sores on animals. Report any suspected problems to API. API has a list of the relevant Animal Welfare Act Regulations (www.api4animals.org/624.htm) that you should read and take with you to the show.

After the Circus Leaves

1. After the show, monitor the news closely for reports of incidents involving performing animals, including escapes or attacks.
2. Approach public officials about joining the many cities across the U.S. that have banned traveling animal acts (see a list at www.api4animals.org/632.htm) in their city. If no incidents involving animals occurred during the recent show, let officials know that they were lucky this time. Emphasize that for the safety of animals as well as people, the city should enact a restriction on traveling animal acts and circuses (a sample ordinance is at www.api4animals.org/622.htm). API can help with sample model ordinances and advice (see some tips at www.api4animals.org/1569.htm).
3. Contact circus sponsors, whether media (see sample letter at www.api4animals.org/627.htm) or businesses (see www.api4animals.org/628.htm) and ask them to support only animal-free acts in the future.
4. Please share your progress with API! We are thrilled to get pictures of your protests, videos of your demonstrations, and the like. If your efforts receive media attention, please let us know, and send us a copy of the coverage if possible.

As always, feel free to call API for assistance or suggestions along the way. Contact Jill Kiesow at 916-447-3085 x213 or jkiesow@api4animals.org.



Bulletin

Volume 9, Number 2, 2002

- Ringling Puts on a Happy Mask
- New KY Animal Welfare Law
- Deadly & Inhumane Cat Toys
- Learn to Be an Animal Activist

THE TRUTH ABOUT RINGLING

"People need to know the truth," declared Ringling Bros. and Barnum & Bailey Circus head, Kenneth Feld, after elephant handler Mark Gebel was acquitted on charges of animal abuse (see 2001 *Bulletin* #9).

The truth was the first casualty in Feld's *Open Letter to Animal*

Rights Groups, published in major newspapers in January. Feld wrote, "Our animal partners are healthy, well cared for, and content, and we know that because we have individual relationships with each and every one of them."

Animal activists know better. Elephants in circuses spend up to 22 hours a day confined in chains to an area about the size of a parking space. "Training" often consists of verbal and physical abuse, with frequent use of bullhooks when performing. While traveling, elephants are forced to stand in their own waste, chained in one place in a crowded boxcar for many hours.

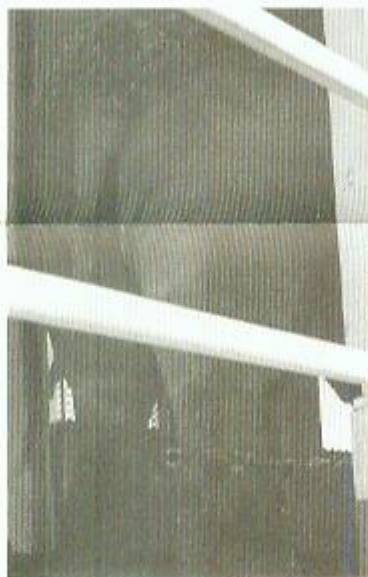
Yet Feld claimed that endangered species such as elephants are better off in captivity than in the wild, as if life in a box is better than lifelong extended families and the freedom to range 25 miles a day foraging.

Feld applauded Ringling's

elephant breeding program, which so far has produced 13 calves, as a major factor in conserving the 50,000 elephants left in the wild. But Ringling has no intention of releasing these elephants. Ringling's only interest is in breeding more elephants to be used in trivial and demeaning circus acts.

You can help. When Ringling comes to your neighborhood, use API's posters, billboards, and Circus Packet to share the truth about life in the circus for elephants and other captive exotic animals. Posters and billboards are free (activists must secure their own billboard space).

To view posters and billboards, go to our website. For more information on our Circus Packet, see "Tools for Grassroots Activists" on the back page. For further details, contact API.



Kentucky Takes a Major Step Forward

API is a plaintiff in a lawsuit that may have inspired new legislation in Kentucky.

On February 4, 2002, Representatives Roger Thomas and Stephen Nunn introduced House Bill 576, which requires the Commissioner of Agriculture to set animal shelter standards.

Under HB 576, animal shelters must keep detailed records on impounded dogs. Persons claiming impounded dogs, cats, or ferrets will have to show proof of a rabies vaccination or to purchase a rabies voucher, and caregivers of dogs

must show proof of a state license or to purchase a license. Dogs, cats, or ferrets that have bitten someone must be quarantined for 10 days. Keeping a vicious dog is prohibited, and dogs must not violate local nuisance ordinances.

Animal control officers have enlarged powers for investigating possible animal cruelty and arresting the perpetrator.

To encourage shelter compliance, license and other fees have been increased, with the counties keeping the lion's share of the funds. Failure of counties to comply with the standards will be

prosecuted by the Attorney General's Office.

HB 576 is a major step forward for animal shelters and dog pounds in Kentucky. In July 2000, the Trixie Foundation, along with API, In Defense of Animals, and 19 other Kentucky plaintiffs, sued the Kentucky Commissioner of Agriculture and 70 counties for failure to protect and regulate dogs through-

(Please see **Kentucky** on back page)



Dangerous Fur Mice



Popular toys for cats sold at PetsMart are "Fur Mice" — cardboard mice with plastic ears and feet, covered with rabbit fur that is a "by-product" of the rabbit

meat industry in China.

Cats love fur mice so much that sometimes they try to eat them. But the head or ears and feet can come loose, with results that could be fatal.

In November 2001, a veterinarian in Wisconsin saved the life of a 6-month-old kitten named Salem (pictured at left) by removing the head of a toy fur mouse from Salem's intestinal tract. The fur mouse was bought at PetsMart.

After some negotiations, PetsMart agreed to cover Salem's veterinary bills and promised to post a warning on its website that the product could be dangerous. But PetsMart still carries fur mice for cats, and its Internet product warning is a vaguely worded generic warning for all companion animal toys.

Of equal concern is the source of the fur that covers the toy mouse. A letter to API from

PetsMart states, "All PetsMart fur cat toys are made using only remnants of rabbit fur left over from the Chinese garment industry, which purchases the fur as a by-product of the food industry in China."

The letter goes on to guarantee that the rabbits are humanely housed, humanely slaughtered, and that no other fur is substituted in the manufacturing process. Such claims are open to question when so many brands of toy mice are available, from well-known and unknown labels, and when PetsMart is so removed from the manufacturing process. And whenever fur is used, animal suffering is involved.

You can help. Don't buy toy mice for cats made from any kind of fur. Ask PetsMart to stop carrying fur mice and instead to seek humane and safe alternatives.

Contact:

Anthony N. Truesdale; Senior Vice President, Merchandising; PetsMart; 19601 North 27th Avenue; Phoenix, AZ 85027; 623-580-6100; email "cs@petsmart.com".

Tools for Grassroots Activists

Students, grassroots activists, and concerned citizens! Empower yourselves with API's new and updated *free* activist packets. Each packet contains fact sheets, brochures, information cards, flyers, strategies, model ordinances, and other tools *you* need to take action on behalf of animals.

- **Voices for Wildlife Packet** — State wildlife agencies continue to cater to hunters and trappers who yearly kill millions of animals throughout the United States. Other wildlife die as "solutions" to perceived conflicts with home and property owners. Learn how *you* can help change state wildlife management policies and educate the public about humane and effective ways to live with wildlife.
- **Circus Packet** — Performing captive wildlife, such as elephants, lions, tigers, bears, baboons, monkeys, and camels, endure years of physical and psychological pain and suffering in traveling acts to "entertain" an uninformed audience. Learn how *you* can educate the public about the cruelties involved in animal circuses, and help end traveling animal shows in your local area.
- **Exotic Animals Packet** — Lions, tigers, wolves, bears, reptiles, and non-human primates belong in their natural habitat and not as "pets" in the hands of private individuals. Get the tools *you* need to secure bans on the private possession of exotics.
- **Vegetarian Activism Packet** — Billions of animals are cruelly raised and needlessly killed every year for human consumption. Each time someone chooses a vegetarian meal they help alleviate animal suffering. *You* can help educate the public about the health and moral benefits of plant-based diets.
- **Activist Starter Kit** — Working at the local level, *you* can have a significant impact on how animals are treated by our society. Covering such issues as Circus, Wildlife, Farm Animals, Companion Animals, Exotics, Marine Life, and Vegetarianism, the kit contains fact sheets that can be reproduced for tabling purposes, and a sample of our brochures (you can order these in quantity if needed).



For packets or more information, contact API.

API 5623

KENTUCKY

(Continued from front page)

out the state. The case was best summarized in the plaintiffs' pleadings: "Kentucky dog pounds come in two forms: (1) non-existent or (2) so pitifully inhumane as to be worse than non-existent."

The suit charged that Kentucky officials in virtually every county had blatantly ignored for nearly half a century their obligations to maintain a dog pound, employ a dog warden, and humanely euthanize dogs. Evidence showed that several counties permitted various forms of euthanasia which were not only inhumane but barbaric.

HB 576, which changes much of that, is welcomed by animal activists throughout the country.



**ANIMAL
PROTECTION
INSTITUTE**

Mailing Address:
PO Box 22305
Sacramento, CA 95822

Street Address:
1122 S Street
Sacramento, CA 95814

(916) 447-3085
(916) 447-3070 fax
www.api-animals.org
info@api-animals.org



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Dear Alan Berger, Executive Director:

**Please accept my gift of \$ _____
so that API can continue protecting animals.**

TO:



**ANIMAL
PROTECTION
INSTITUTE**

P.O. Box 22505
Sacramento, CA 95822

Your contribution is deductible for income tax purposes. **Your check should be made payable to API.** Please make any needed corrections in your name and address and return this form with your contribution. (Your membership number appears above your name.) **THANK YOU!** This mailing was produced entirely by API's staff. The contents of this mailing are printed on recycled paper.

Your contribution is vital. Every dollar you can spare today goes to work for the future of animals by helping API realize our innovative program of investigations, litigation, legislative action, public awareness, and advocacy.



PAYMENT METHOD

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 ☐ Discover
 ☐ MasterCard
 ☐ American Express

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TELEPHONE NUMBER _____ EXP. DATE _____

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Please send me the following free items:

ANIMALS IN AGRICULTURE

- ☐ "Compassionate Living: Human Choices, Humane Results"
- ☐ "The Destructive Dairy Industry" ☐ "Facts about the Poultry Industry"

ANIMALS IN ENTERTAINMENT

- ☐ "Animals in the Circus: Dying to Entertain You"

ANIMALS IN SCIENCE

- ☐ "Animal Alternatives in Education" ☐ "Premarin: Just Say No!"
- ☐ "Recent Cigarette Smoke & Nicotine Research Using Animals"

COMPANION ANIMALS

- ☐ "Adopting a Companion Animal" ☐ "Selecting a Commercial Pet Food"
- ☐ "Spaying & Neutering" ☐ "The Dangers of Keeping Exotic 'Pets'"
- ☐ "Captive Birds: A Hidden Crisis"

DOMESTIC ANIMALS

- ☐ "Legal Protections for Companion Animals & Animals Used in Agriculture, Entertainment, & Research"

MARINE LIFE

- ☐ "Public Interaction with Marine Mammals in the Wild"
- ☐ "Serving a Life Sentence: Orcas & Dolphins in Captivity"

WILDLIFE

- ☐ "The Fallacy of Sport Hunting" ☐ "Wild Horses: Exposing the Myths"
- ☐ "Legal Protections for Wildlife & Marine Life"

- ☐ "Exposing the Myths: The Truth About Trapping"

- ☐ "Trapping on National Wildlife Refuges"

- ☐ "Living with Wildlife" Brochure Series. Four brochures, one of each: Humane Ways to Live with Deer; Humane Ways to Live with Coyotes; Humane Ways to Live with Geese; Humane Ways to Live with Wildlife.

PLANNED GIVING

- ☐ "Leaving a Legacy" Information concerning Planned Giving

"Think Globally, Act Locally" is what grass-roots advocacy for animals is all about. Working at the local level, individual animal advocates can have a significant impact on how animals are treated by our society.

You can help by joining API's Action Alert Team. We'll contact you by mail (or email if you like, or both) when the need arises and ask you to take actions such as writing and calling public officials and businesses, petitioning, or planning and attending special events.

- ☐ **YES**, I want to join the team, my phone number is: ()

My Name: _____

- ☐ Please use my email address: _____

- ☐ Please use my street address: _____

API 5625

The official registration and financial information of the Animal Protection Institute may be obtained by writing directly to the Animal Protection Institute, P.O. Box 22505, Sacramento, CA 95822. Residents of the following states may request information from their state agencies as follows. FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. KANSAS: Office of the Secretary of State, Capitol - 2nd Floor, Topeka, KS 66612, KANSAS REGISTRATION # 713-161-8. MARYLAND: For the cost of copies and postage: Office of the Secretary of State, State House, Annapolis, MD 21401. NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 732-504-6215. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. NEW YORK: Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. NORTH CAROLINA: A COPY OF THE LICENSE TO SOLICIT CHARITABLE CONTRIBUTIONS AS A CHARITABLE ORGANIZATION OR SPONSOR AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DEPARTMENT OF HUMAN RESOURCES, SOLICITATION LICENSING BRANCH, BY CALLING 919-733-4510. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. PENNSYLVANIA: Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. VIRGINIA: State Division of Consumer Affairs, Dept. of Agricultural and Consumer Services, P.O. Box 1163, Richmond, VA 23209. WASHINGTON: Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422 or by calling 1-800-332-4483. WEST VIRGINIA: Residents of West Virginia may obtain a summary from the Secretary of State, State Capitol, Charleston, WV 25305. Registration with any of these government agencies does not imply endorsement.

The Animal Protection Institute has been evaluated by the National Charity Information Bureau/Better Business Bureau and the American Institute of Philanthropy. We have also qualified for the Combined Federal Campaign (CFC).

ANIMAL PROTECTION INSTITUTE P.O. BOX 22505, SACRAMENTO, CA 95822

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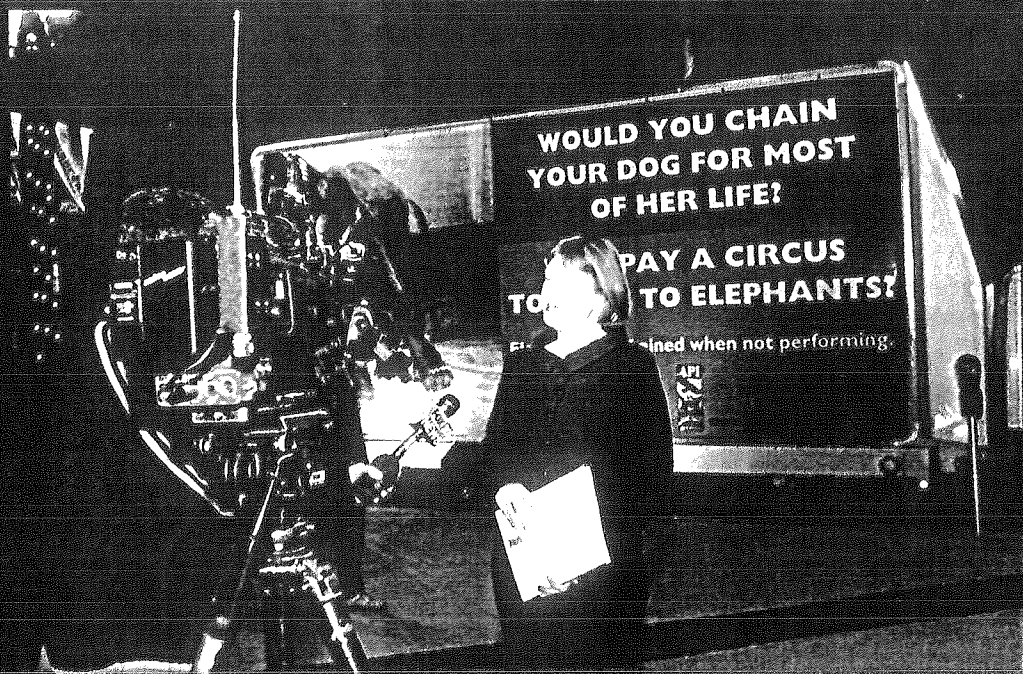
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API 5626





PHOTOS BY: LAURA EVANS / ANIMAL PROTECTION INSTITUTE

API 5670

Outreach to media is a key component of API's campaign against circus cruelty. CEO Michelle Thew (above) speaks to reporters in Jacksonville, FL, about how "performing" animals suffer. The launch of API's new circus campaign coincided with the kickoff of Ringling Bros.' new season.

Taking on

As a friend of animals, you probably know a great deal about the cruelty experienced by animals in the circus. But do you know about API's newest campaign to banish big-top cruelty — and how you can be a part of the coast-to-coast movement to end animal circuses? Read on!

API in Action

In January, API launched our "Animal Circuses: A Lifetime of Misery" campaign in Florida. The time and place were chosen to coincide with the kickoff of Ringling Bros. and Barnum & Bailey Circus' latest show.

Although Ringling Bros. claims that its animals receive treatment that meets federal standards, the reality is that, since 1993, the government has cited Ringling Bros. more than one hundred times for deficiencies in animal care. Of course, Ringling Bros is not the only circus to fail to provide minimal standards of care to its animals — it's just the largest and best known.

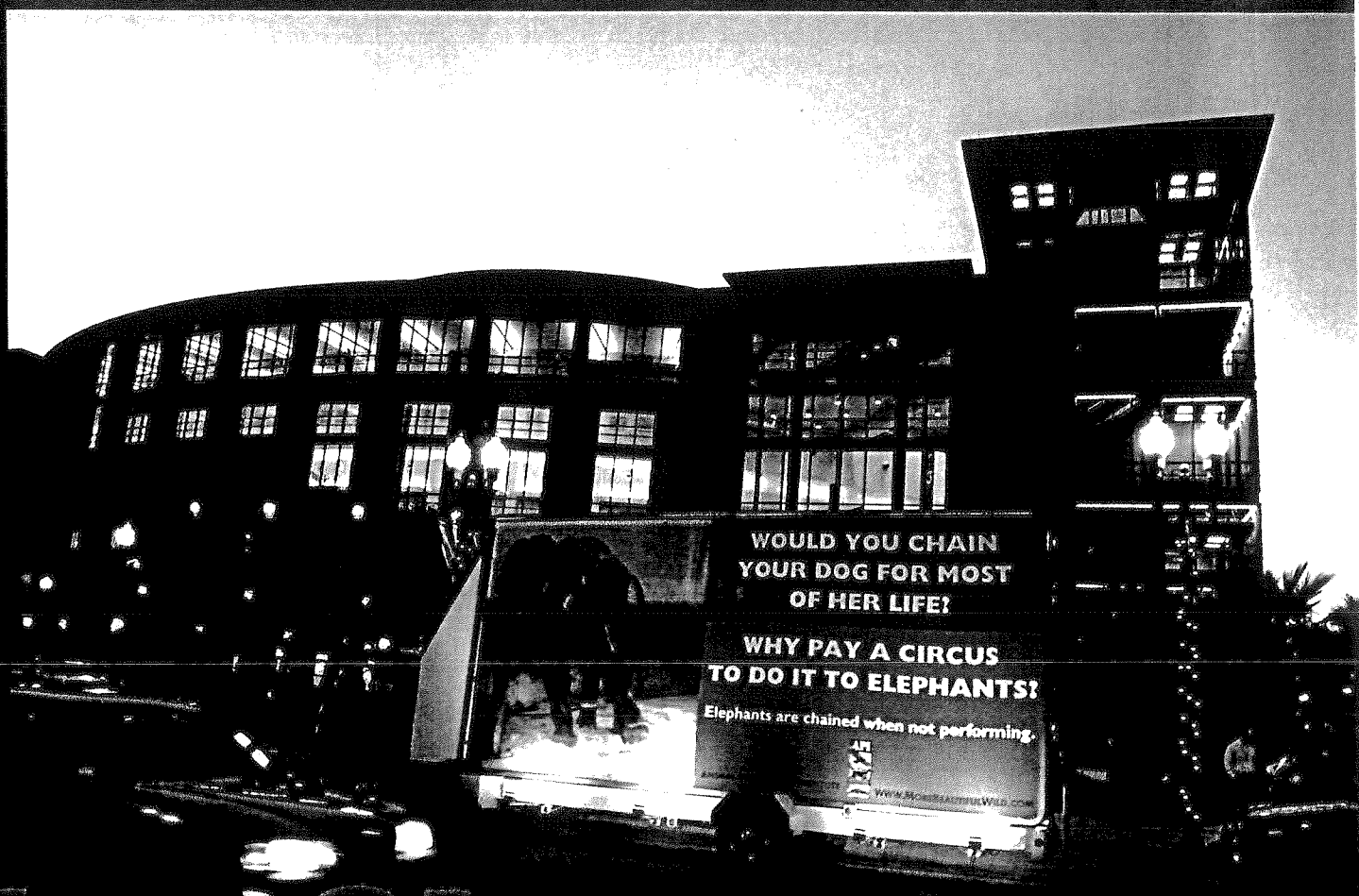
The theme of the new edition of Ringling Bros.' show is "Escape from the Everyday." Unfortunately, there is no escape

for the animals traveling with the show. Forced to perform unnatural tricks, and traveling for thousands of hours over long distances when not performing, animals receive shameful care and treatment in the circus.

As Ringling rolled into Tampa, Orlando, and Jacksonville, API was there to highlight the real-life, behind-the-scenes experiences of animals in the circus. Through a mobile billboard, protests, media outreach, and powerful advertisements on radio and cable television, API got the message out to thousands about how animals in the circus are doomed to a life full of frightening and painful experiences, and urged people to think twice before buying a ticket to support such an abusive industry.

Spread the Word

API needs advocates across the country to be part of our "Animal Circuses: A Lifetime of Misery" campaign. We've got lots of great materials about the treatment of animals in circuses ready for you to use in your community, or to share with family and friends. Materials can be ordered online by going to www.MoreBeautifulWild.com and clicking on the



the circus

API 5671

"Circus Ads" link or by calling API at (800) 348-7387 x213.

"Lifetime of Misery" Poster

Tell the world about how animals suffer in circuses with our 18" x 24" poster! Where can these posters be hung? Just about anywhere! Display them at your office, at schools, libraries, grocery stores, retail shops, hair salons, restaurants, coffee shops, animal hospitals, community bulletin boards, and anywhere the public can see. (Smaller 8.5" x 11" posters can be printed directly from our website.)

"Lifetime of Misery" Flyers

Gather fellow activists and peacefully protest the next circus in your area by handing out these informative flyers. In addition, many circuses ask stores and restaurants to place stacks of their circus coupons on the counter; you can do the same with the flyers. Encourage the store manager to take a compassionate stand for the animals by providing counter space for anti-circus flyers rather than providing space for animal circus coupons. (Flyers can be ordered or printed online.)

"Lifetime of Misery" Demo Kit

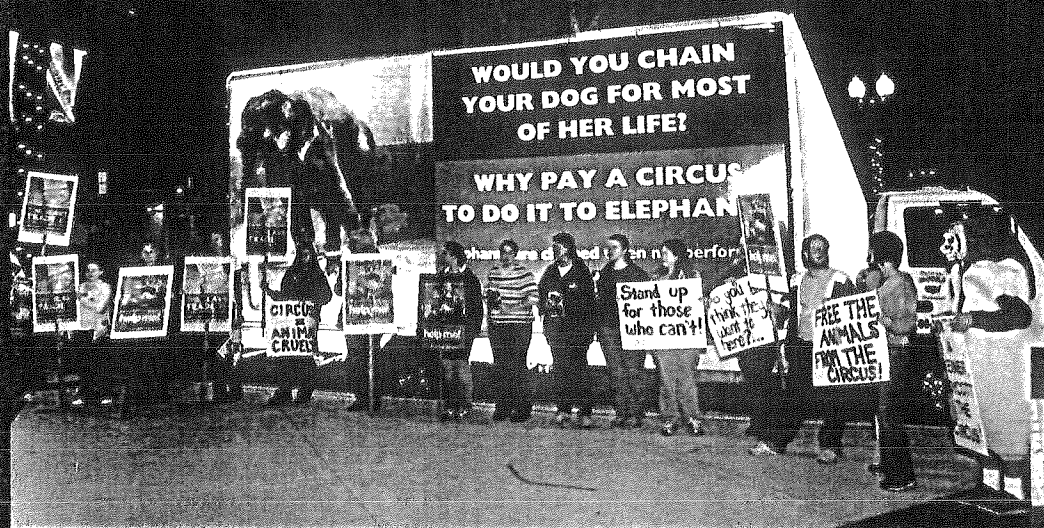
Here's everything you need to demonstrate when the circus comes to your town. API's handy demo kit includes flyers, circus-specific inserts (currently available for Ringling Bros., Carson & Barnes, Circus Gatti, and New Cole Bros.), and 20 posters.

Your first demo kit is FREE; additional kits can be ordered for a fee, or through special arrangement with API's circus department.

API's New Anti-Circus Billboard

Here's the controversial billboard refused by outdoor advertisers in Florida, and that appeared on our specially-secured "mobile" billboard that drove around Tampa and Jacksonville to reveal to the public the truth about plight of circus animals.

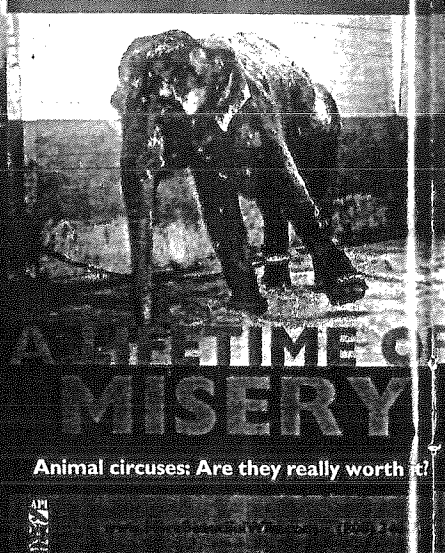
You can boldly spread the message in your community. API provides the billboard materials; all you need to do is secure the space, and many billboard companies offer non-profit rates. Contact us for more information on how to secure and display a billboard in your area.



Above: Animal advocates in Jacksonville, FL protest circus cruelty at a Ringling Bros. performance. Right: Be ready when the circus comes to your town. Get your copies of API's new "Lifetime of Misery" circus poster and flyer today.



MINUTES OF ENTERTAINMENT...



Animal circuses: Are they really worth it?

Radio and Television Announcements

Our compelling new radio and television spots feature the sights and sounds of the mistreatment of animals in the circus, as well as powerful testimony from retired police officer Blayne Doyle, who had to shoot an escaped circus elephant in 1992. Watch and listen to these announcements — which have aired on the Animal Planet, The Learning Channel, and other networks — on API's More Beautiful Wild website.

API can help you get these announcements on the air in your community. Just contact us for assistance.

What You Can Do

There are many ways that you can work to stop mistreatment of animals in circuses. Here are just a few actions you can take; for a more comprehensive list, go to "Take Action" in the Circus section of www.MoreBeautifulWild.com.

Learn the Facts

Do you know the "Four Reasons Why You Should NOT Attend a Circus that Uses Animals"? Go to www.api4animals.org/188.htm and arm yourself with information about the truth of life under the big top.

Don't Attend Animal Circuses

Never attend a circus that displays animals, and ask your family and friends not to attend as well. Circuses that employ only human performers are increasing in popularity, and offer families and communities the chance to be amazed and entertained in a cruelty-free manner.

API makes it easy for you to choose compassionate entertainment. Just take a look at our list of circuses that use animals and circuses that don't in the Circus section of the More Beautiful Wild website.

Join API's Network

API is building a nationwide team of circus activists. Be part of the action!

As circuses move across the country, we will call on activists to educate the public, linking you with others in your area for protests or to share information. Join API's Circus Activist Network and present a unified front next time an animal circus is in town! (Join online at www.MoreBeautifulWild.com or call our office.)

Contact Elected Officials

Unless they hear from you, lawmakers may not be aware of how strongly their constituents feel about the unnecessary use of animals in circuses. Your words can sway them and help bring understanding about why ending the use of animals in these shows is so important.


Approach public officials about joining the many cities across the U.S. that have banned or restricted traveling animal acts (see API's list in the Resources section of www.MoreBeautifulWild.com). Emphasize that for the safety of animals as well as people, the city should enact a restriction on traveling animal acts and circuses.

API can help with sample model ordinances and advice on how you can get animal-friendly legislation passed in your area — just give us a call!

Write a Letter

Write a Letter to the Editor of your local newspaper

API 5672



WOULD YOU CHAIN YOUR DOG FOR MOST OF HER LIFE?

WHY PAY A CIRCUS TO DO IT TO ELEPHANTS?

Elephants are chained when not performing.



Above: The controversial anti-circus billboard refused by outdoor advertising companies in Florida. Right: API's new "Animal Circuses: A Lifetime of Misery" media kit. Below: Speaking out against circus cruelty in Jacksonville, FL with posters and API's mobile billboard.

explaining why animal circuses mean a lifetime of misery for animals and how they pose a threat to public safety. Newspapers often run "fluff" pieces about the circus, and it is important for an opposing viewpoint to be heard. See API's "Four Reasons Why You Should NOT Attend a Circus that Uses Animals" for tips on framing your argument.

You can also write letters to businesses that sponsor the circus, urging them not to lend their support to this cruel industry. Sample letters are available in the Circus Resources section of the More Beautiful Wild website.

Sign the Pledge

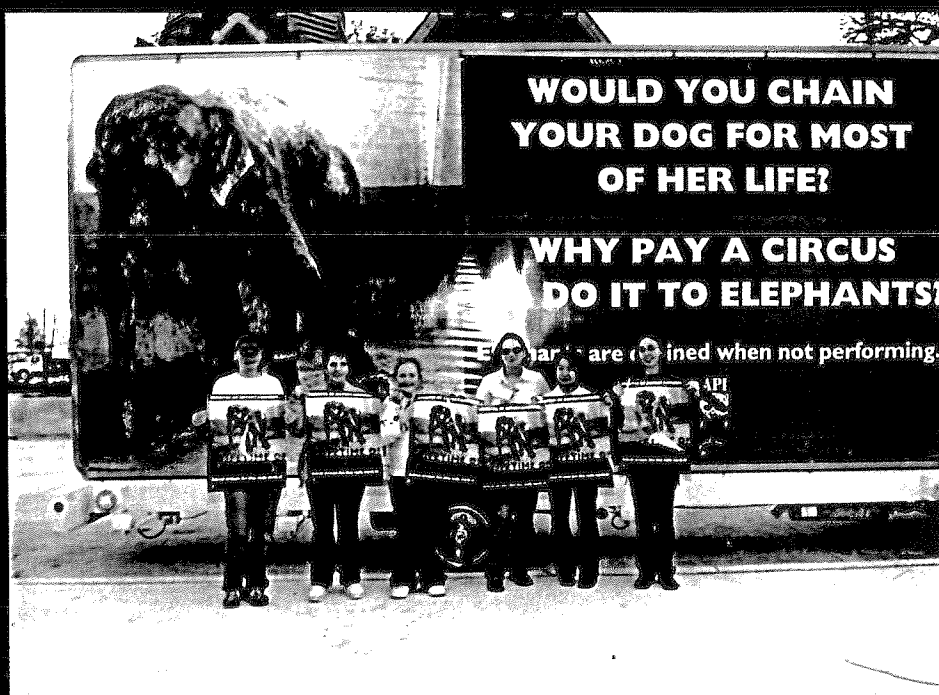
Please sign and send in API's pledge to do all you can to promote animal free-circuses. We will collect signed pledges and deliver them to Ringling Bros. and Barnum & Bailey Circus — letting them know just how many people prefer entertainment without cruelty.

Get a copy of the pledge online at www.api4animals.org or by calling API. Send your signed pledge to: API / Circus Pledge, P.O. Box 22505, Sacramento, CA 95822.

Please share your progress with API! We are thrilled to get pictures of your protests,

copies of letters you send to newspapers, and the like. If your efforts receive media attention, please let us know, and send us a copy of the coverage if possible.

Together, we can truly bring about the day when animal suffering is no longer considered "entertainment"!





Big News from the Big Top:

By STACY CACHULES,
EMILIE CLERMONT,
AND NICOLE PAQUETTE

**The Latest
on API's Circus
Campaign**

When the circus comes to town,

so does API. Across the country, we've been meeting the circus's fanfare with plenty of our own, all designed to shine the spotlight on the cruelties behind the big top.

Our dedication to the cause of ending the use of animals in circuses has been more evident than ever since the launch of our "Lifetime of Misery" campaign last year — a launch timed to coincide with the kickoff of Ringling Bros. and Barnum & Bailey Circus's newest show.

As we shared in the spring 2005 *Animal Issues*, the theme of the 135th edition of Ringling Bros.' production is "Escape from the Everyday" — but there is no escape for the animals used as involuntary actors in the degrading, unnatural circus spectacle.

Animals used in circuses spend most of their time in boxcars, cages, or chains, in lives very different from the ones nature intended. And unlike the human performers who choose to work in circuses, exotic animals are forced to take part in the show.

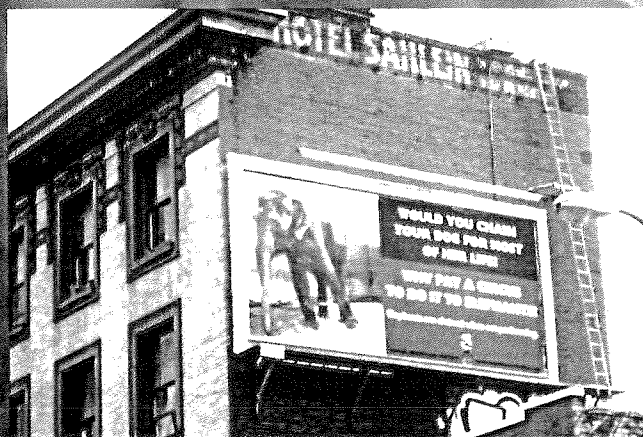
Although Ringling Bros. and other circuses that use animals promote themselves as "wholesome, family fun," the truth is much darker. Bullhooks, whips, clubs, and electric prods are some of the circus industry's standard "training" tools. Government inspection reports reveal ongoing mistreatment of animals in circuses, as well as failures to provide the basic minimal standards of care required by law. Animals used in circuses have been injured and killed, and have injured and killed humans. And circuses' many lofty-sounding claims about "conservation" are really just veiled attempts to justify the exploitation of animals for commercial gain.

Throughout the past year, API and animal advocates have followed Ringling Bros. across the United States. As the show rolled into cities ranging from Jacksonville, Florida to San

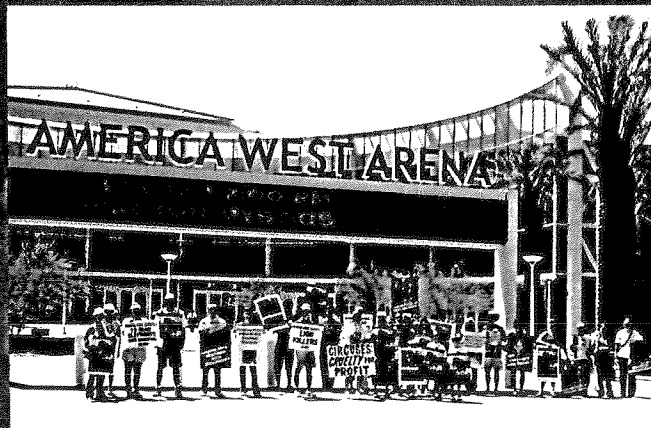
Francisco, California, API was there to highlight the behind-the-scenes experiences of animals in the circus. Through a mobile billboard, protests, media outreach, and powerful advertisements on radio and cable television, we got the message out to thousands about how animals in the circus are doomed to a life full of frightening and painful experiences, and urged people to think twice before buying a ticket to support such an abusive industry.

Here are just a few of API's recent "Lifetime of Misery" campaign activities:

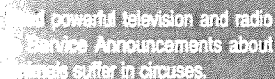
- Posting four powerful billboards in high-traffic areas in Northern California during Ringling Bros.' area performances.
- Deploying mobile versions of this billboard during Ringling Bros. performances in numerous locations in Florida, as well as in Las Vegas, Nevada and Sacramento, California.
- Airing radio and television Public Service Announcements on airwaves throughout Florida, and in Las Vegas, the San Francisco Bay Area, and Sacramento.
- Joining activists from coast to coast in writing Letters to the Editor of newspapers exposing the truth about how animals are mistreated in circuses.



Previous page: Ringling Bros. elephants chained after an elephant walk. API PHOTOGRAPH BY STOOKEY This page: API in action! Above: Our billboard spreading the word about circus cruelty in San Francisco. Below: Protesting Ringling Bros.' mistreatment of animals in Phoenix, Arizona (left) and Las Vegas, Nevada (right). LAS VEGAS PHOTO: CLAUDIO FERREIRO



There's much more still to come. We have a lot of animals in cages in here. We have our eye on *Animal Rights*, *Animal Welfare*, and *Winn-Dixie*. We're looking for more about our "Lifetime of Animals." You can help be a part of our efforts.



API 5681

Old Ad



Circus, the Shrine Circus, and, of course, Ringling Bros. (API activists have protested the 135th edition of Ringling Bros.' show in 25 U.S. cities).

in API's Circus Activist Network

- Gathering 50 peaceful but passionate protestors to "welcome" Ringling Bros. and Barnum & Bailey Circus to Sacramento on the

show's opening night.

- Successfully organizing activists in Phoenix, Las Vegas, and other cities in protests against Ringling Bros. Circus (see photos).
- Helping activists write Letters to the

Editor of their local papers.

- Assisting activists in placing billboards and advertisements that warn the public of the dangers and cruelty inherent in circuses that use animals.
- Distributing more than 35,000 educational flyers to circus-goers across the country in 2005 alone.

When the cruel use of animals in the circus ends, it will be because of the work of dedicated and compassionate advocates just like the ones who are part of API's Circus Activist Network and who give critical momentum to our campaign against the exploitation of animals for human entertainment.

With the growing support of activists across the country, we are better able than ever to educate circus patrons that animal cruelty is *never* entertaining. API would like to extend a big thank you and congratulations to all of our wonderful activists who are making a difference for animals in the circus!

To date, API has enlisted hundreds of concerned citizens around the country as part of our Circus Activist Network, the purpose of which is to educate the public about the dangers and cruelty that are inherent in circuses that use animals.

We're especially pleased to report that since API launched the Circus Activist Network in the fall of 2004, our members have protested every major animal circus in the country from Maine to California!

Here are recent highlights of how API has led Circus Activist Network members to speak out for animals:

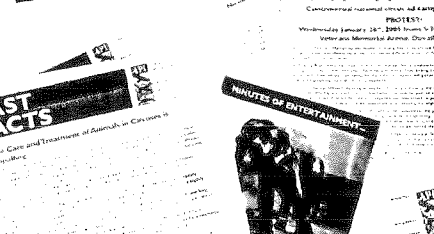
- Leading activists across the nation in standing up for animals when the circus comes to town. Circuses protested include Carson and Barnes, Circus Gatti, the Kelly Miller

If you're not a member of our Circus Activist Network, join today, so you can help present a unified, compassionate front the next time an animal circus comes to your town. Joining is easy and free! Just visit the "Circus" section of www.MoreBeautifulWild.com or call us at (800) 348-7387 x213. And don't forget to order materials for the 2006 circus season, now under way!

Far left: Young activist in action in Phoenix.

Left: Animal advocate Kristal Parks assembles API's "Lifetime of Misery" billboard in Denver, Colorado.

Right: Activist Alina Ptak protesting circus cruelty in Everett, Washington; she is also working to pass a circus-related ordinance in her hometown of Woodinville, and has met with the City Council there.



CIRCUS Action Alert



ANIMAL
PROTECTION
INSTITUTE

Mailing Address:
PO Box 22505, Sacramento, CA 95822

Street Address:
11225 Street, Sacramento, CA 95834

Ph: 916.447.3095 • Fax 916.447.3070
www.api4animals.org • info@api4animals.org

Dear Friend of Animals,

The Animal Protection Institute (API) is calling on concerned citizens across the state of Florida to help us educate the public about the inherent cruelty and mistreatment present in animal circuses. On January 5, 2005, Ringling Bros. will be kicking off its Circus season in Tampa, FL. Please join us for peaceful protests and educating the public about life behind the big top.

Using animals in circuses is an unnecessary and inhumane practice that is harmful both to the animals and the public. Inspection reports from the United States Department of Agriculture (USDA) reveal continual citations of the Animal Welfare Act and neglect of wild animals that are forced to perform unnatural "tricks" to entertain crowds, as well as escaped animals who threaten public safety.

API will be in Tampa and Jacksonville to peacefully protest the Ringling Bros. Circus but we need your help. Please join us for some or ALL of the following shows:

Tampa Shows

Where: St. Pete Times Forum

Wed, January 5 - 7:30 PM

Thu, January 6 - 7:30 PM

Fri, January 7 - 7:30 PM

Sat, January 8 - 11:30 AM; 3:30 PM; 7:30 PM

Sun, January 9 - 1:00 PM; 5:00 PM

-Please gather two hours prior to show time on the North side of Channelside Drive on the public right of way (sidewalk across from the East entrance of the Forum).

Jacksonville Shows

Where: Jacksonville Veterans Memorial Arena

Wed, January 26 - 7:30 PM

Thu, January 27 - 7:30 PM

Fri, January 28 - 7:30 PM

Sat, January 29 - 11:30 AM; 3:30 PM; 7:30 PM

-Please gather two hours prior to show time at the designated free speech area located directly across Duval Street adjacent to the city trolley lot.

For more information on the Tampa or Jacksonville shows call API's Circus Activist Network at (800) 348-7387 ext. 213 or email info@api4animals.org.

API also encourages you to spread the word and attend protests at other Ringling Bros. show organized by the Animal Rights Foundation of Florida in Orlando and Miami. For a complete schedule of Florida shows please visit: www.ringling.com. If you plan to protest an Orlando or Miami show contact the Animal Rights Foundation of Florida. If you plan to protest an Orlando show contact arffcentral@animalrightsfloirida.org or call (407) 699-7771 and if you plan to protest a Miami show contact Holly Bowman at (954) 727-2733 or hb Bowman@animalrightsfloirida.org.

Please let us know you took action to protect circus animals by sending an email with your name, address and phone number to info@api4animals.org. Visit www.MoreBeautifulWild.com for more ways to help prevent the mistreatment of animals in circuses.

Thank you for your help.

P.S. If you or your friends and family are not already API circus activists and would like to become one please sign up at http://www.MoreBeautifulWild.com/c4_join.php.

Help Animals: Join API Circus Activist Network

As circuses are busy traveling the country it is important to remember their captive wild animal "stars" that desperately need your help. The Animal Protection Institute (API) is calling on concerned citizens to help educate the public about the inherent cruelty and mistreatment present in animal circuses. To do this we are building a team of concerned activists nationwide to begin a circus campaigns in their communities. [Click here](#) to get a full description on how to become an API Circus Activist and what you can do to protect circus animals. Also, see the [four reasons](#) why you should NEVER attend a circus that uses animals.

How to Help:

1. Be proactive! Take action before the circus arrives in your town.

- Join the [Circus Activist Network](#) to be linked to other activists in your area.
- Once you find out that a circus is coming to your area, check its United States Department of Agriculture (USDA) exhibitor's records to see if the animal circus has been cited for violations of the Animal Welfare Act (AWA). API has compiled many circuses' USDA records and incidences into single fact sheets. See the [Specific Circus Fact Sheets](#) portion of API's website to view the history of the circus that is coming to your town.
- Find out when and where the circus is performing. Contact the group(s) sponsoring the circus and the venues hosting the circus and tell them you do not support their affiliation with these animal acts. For sample letters to sponsors, go to www.api4animals.org/628.htm and www.api4animals.org/627.htm.

2. Use API's materials to reach a large audience

- Place **API's Billboard** in your town in honor of the circus animals and/or place **API's free PSA** to run on your local cable channel or radio stations. You can view the [Billboard](#) or [PSA](#) online or you can call API for more information on at 916-447-3085 x223. **Emilie**, could you provide a sentence here on circus ads?
- Submit a letter to the editor of your local newspaper explaining why animal circuses mean a lifetime of misery for the animals. [Click here](#) to view a sample letter to the editor.
- Take part in API's Circus Window Poster initiative. When the Circus comes to your community spread the word by placing one API's window posters in the window or your home or car. [Click here](#) for more information. (so once we figure out what exactly we are calling it and how they get one we can put it here).

3. When the circus arrives, make your voice heard.

- At circus time it is important for activists to gather outside the venue to educate circus-goers about the cruelty and dangers that tend to be present in animal circuses. Contact API to order circus flyers and posters to use as tools to educate circus-goers about the dangers of attending the circus.

4. After the circus leaves town, educate lawmakers and circus sponsors.

- Unless they hear from you, lawmakers may not be aware of how strongly their constituents feel about the unnecessary use of animals in circuses. Contact your local and state lawmakers and help them understand why ending the use of animals in circuses is so important.
- Contact all the circus sponsors (whether media or business) and ask them to support only animal-free acts in the future.

For more information about beginning a circus campaign in your community and to help educate people across the country please visit www.MoreBeautifulWild.com/c5_action.php.

We Want to Hear from You:

Let us know that you have taken action to protect animals in circuses by sending us an email with your name, address, and phone number to info@api4animals.org. If you are not already an API Circus Activist you can go to www.morebeautifulwild.com/c4_join.php to join TODAY.

Thank you for your help,

API's Circus Team

Help Welcome Ringling Bros. Circus to Sacramento

Ringling Bros. and Barnum & Bailey Circus will be performing at Sacramento's Arco Arena September 8-12. You are likely aware of this circus's dismal history of animal care. Recent events (see below) have added to this already tainted record, and illustrate the great need for us to educate the public about the real face of Ringling Bros. Please join us in a peaceful protest on opening night.

What: Protest Ringling Bros. Circus in Sacramento

Date: Wednesday, September 8.

Time: Meet at API at 5:00pm, protest 5:30-7:30pm

Where: Meet at API's office — 1122 S Street, Sacramento — OR meet us at Arco Arena, 1 Sports Parkway, Sacramento

If you would like to carpool to the arena, please meet at API's office, 1122 S Street in Sacramento, at 5:00pm on Wednesday, September 8. We will leave API at 5:15 and protest from 5:30 to 7:30, in order to be at the pre-show Animal Open House. If you can make it for only part of the protest, that will help too. If you have a clown costume, please wear it or bring it to share with someone else. Signs and flyers will be available for your use.

If you are inclined to protest or attend additional shows, Ringling's schedule follows:

Wednesday, September 8 — 7:30pm

Thursday, September 9 — 7:30pm

Friday, September 10 — 10:30am, 7:30pm

Saturday, September 11 — 11:30am, 3:30pm, 7:30pm

Sunday, September 12 — 1:30pm, 5:30pm

If you attend a show, as with any performing animal act, watch for violations of the Animal Welfare Act including handlers striking animals, animals who look unwell or display unnatural behaviors (head-bobbing, swaying, etc.), and sores on animals. API has a list of the relevant Animal Welfare Act Regulations (www.api4animals.org/624.htm) that you should read and take with you to the show. Report any suspected problems to API and the USDA. Address USDA letters to:

Chester Gibsen
USDA/APHIS/AC
4700 River Road, Unit 84
Riverdale, MD 20737-1234
301-734-7833
301-734-4978 fax

Ringling incidents from the last two months to keep in mind include:

- The death of Clyde, a 2-year-old lion who died while crossing the Mojave Desert in July. According to the *Washington Post*: *The Ringling Brothers and Barnum & Bailey circus is facing a federal investigation amid allegations that it allowed a young lion to die in a sweltering animal train crossing the Mojave Desert and then tried to keep key information from the government.*
- The death of Riccardo, an 8-month-old elephant who was euthanized at Ringling's breeding center in August after reportedly falling off a low platform and fracturing both hind legs. He had been separated from his mother at birth.
- As reported in the *San Mateo Times*, activists secretly recorded Ringling in Oakland, CA in August that showed an elephant trainer using a bullhook to hit a 6-year-old elephant in the leg.
- Feld Entertainment (Ringling's parent company) ignored a subpoena in August and refused to give U.S. government investigators a video of the tiger attack that badly injured illusionist Roy Horn.
- For more information about Ringling Bros. please see www.api4animals.org/1547.htm.

If you have any questions, please contact Jill Kiesow at jkiesow@api4animals.org or 916-447-3085 x213.

Thank you for helping animals in circuses!