



Last May, **Yum! Brands CEO David Novak** asked People for the Ethical Treatment of Animals (PETA) to treat KFC as well as KFC treats chickens!

He's got his head



UP HIS BUTT!

KFC allows its suppliers to cut the beaks off baby birds without any painkillers, breed and drug birds to become so top-heavy that the bones in their legs crack under them and they collapse, and drown birds in tanks of scalding-hot water while they are still fully conscious. Is that how KFC wants to be treated?

To play our "David Novak's Head is up His Butt" Internet game and to learn more, go to KentuckyFriedCruelty.com. See why we say, "Boycott KFC!"

PETA

KentuckyFriedCruelty.com