
Sample News Release

News Release

GIANT "CHICKEN" TO CAUSE GROCERY STORE FLAP

Vegetarians Storm Store to Protest Chicken Abuse

For Immediate Release:

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Fredericksburg -- Those harmless looking packages in the freezer section of the supermarket aren't so harmless according to vegetarians, who aim to impose truth in labeling standards on poultry similar to those required on cigarettes. That's why a giant "chicken" from PETA will attempt to label poultry with stickers that read, "Warning! This package contains the decomposing corpse of a small, tortured bird," at a Fredericksburg supermarket:

Date: 12 noon sharp

Time: Friday, May 9

Place: Food Lion, 282 Deacon Road

"PETA is calling on stores and poultry producers to more accurately describe their products now that factory farming has made the birds' short lives miserable," says PETA President Ingrid Newkirk. "Five or six laying hens, each with a wingspan of up to 32 inches, are raised in cages measuring the size of a piece of folded newspaper. Cage floors slope toward food and water troughs, so that weaker hens are often crushed to the bottom. No law governs their often cruel slaughter. Chickens live lousy lives and die lousy deaths."

PETA would also like package labels to warn consumers that an estimated 1,700 people die each year from salmonella poisoning, which originates in egg hatcheries and broiler houses.

Consumers may obtain easy, tasty, and free vegetarian recipes by calling PETA's toll-free hotline, 1-888-VEG-FOOD.