

## NAVS Product 2008

Dear Friend,

I need to share some disturbing facts with you.

- **Every day**, more than **3,200 animals** suffer in federally funded laboratories across America.
- **Every month**, more than **98,100 animals** are subjected to cruel and unnecessary experiments that do not advance the cause of science and human health.
- **Every year**, more than **1,170,000 animals** will be disposed of once they are no longer useful to researchers.

**These numbers do not include tens of millions of rats and mice** – because the USDA does not count them as animals. Their lives are also just as short and painful, and no disease has been cured or any human lives have been saved as a result of their deaths.

This is truly a calendar of cruelty.

### **It's time for a better way!**

As a friend of NAVS, you know that animal testing belongs in the ashbin of science, alongside bloodletting, witch doctors, and snake oil. *In vitro* testing, pharmacogenomics, and other breakthroughs have made animal testing as valuable as voodoo.

Although NAVS has made considerable progress in ending animal experimentation, the above statistics still paint a grim picture.

One way we're trying to usher in a cruelty-free future is through the enclosed calendar. We'd like to suggest you start a year-long action plan with this calendar, which can be an effective way to turn your beliefs into action.

- First quarter: Change the way you purchase products by using *Personal Care for People Who Care*, a comprehensive listing of companies that do and do not test their products or ingredients on animals. Use the power of your wallet to buy products not tested on animals.
- Second quarter: Encourage a school in your community to use an alternative to dissection.
- Third quarter: Contact your local radio station and ask them to air a NAVS public service announcement.
- Fourth quarter: Write your state representative and tell him/her to vote to pass legislation that protects animals. You can find out about pending legislative

initiatives by visiting [www.navs.org](http://www.navs.org).

Here's another way you can help save animals' lives:

**Make a donation to NAVS right now!**

When you give to NAVS, you can be sure that your donation is making a difference.

Your donation will fund our outreach efforts that inform legislators and the general public about the wastefulness of animal experimentation.

Your contribution will fund BioLEAP, our lending library, the oldest and largest free library of dissection alternatives... Internet initiatives that influence and educate the online community...the development of the alternatives that will one day replace the use of animals in science...and the Sanctuary Fund.

Back to the calendar that we gave you.

It is our hope that one day we will put ourselves out of business because animal experimentation has come to an end. When that happens, we'll send you a calendar with a date circled on it that reads: "Animal Experimentation Banned in America."

We hope this much-anticipated victory will make you smile, because you will have played a critical role in making it happen.

Yours on behalf of the animals we save,

Peggy Cunniff  
Executive Director

P.S. Please find a place to hang the calendar we gave you...please participate in the 'action plan'...and please make a donation to NAVS!

Reply: It is time for animal experimentation to stop...and I want to help bring an end to it by making a donation to the National Anti-Vivisection Society. Enclosed is my donation of: