



Join Our Prop 2 Follow-Through Campaign

We invite your generous support for our "[Operation Prop 2 Follow-Through](#)" to promote a vegan diet in California.

The Campaign was launched by us with a coalition of five organizations to take advantage of the public awareness of factory farming atrocities and the large number of activists created by last November's Proposition 2 initiative. The Proposition requires that farmed animals have space to turn around and spread their wings.

But, the new law still tolerates deprivation, mutilation, suffocating of newborn male chicks, and other atrocities of factory farms. It permits the hauling of helpless animals for days, exposed to extreme weather conditions, without food and water. It does not protect them from being gutted, dismembered, and skinned while still conscious at the slaughterhouse.

The only effective long-term solution to animal abuse is a vegan diet.

This is what your generous support is accomplishing for these innocent animals:

- Launching the LiveVegan.org website that documents in detail the atrocities and the many benefits of a vegan diet and provides links to other resources
- Placing ten billboards in Sacramento, San Francisco, Los Angeles, San Diego.
- Placing 700 bus display cards in SF, LA, SD, plus Orange County.
- Printing 20,000 cards touting the many benefits of a vegan diet
- Sending letters to newspaper editors and news releases to California media.
- Conducting massive leafletting and tabling in Los Angeles, Orange, and San Diego counties, as well as the SF Bay area ([see details](#))



Please charge your donation [on-line](#) or by phone at 800-632-8688. You can also mail a check to FARM, 10101 Ashburton Ln, Bethesda, MD 20817.

Thank you for all your care and compassion,

Alex Hershaf, Founder/President, FARM
Dawn Moncrief, Executive Director, FARM

The sponsoring organizations include [FARM](#), [In Defense of Animals](#), [Animal Protection and Rescue League](#), [Mercy For Animals](#), and [Vegan Outreach](#).



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