

April 30, 2009

To: Chattanooga Times & Free Press  
From: Ashley Byrne 757-274-9675; AshleyB@peta.org  
Amanda Schinke 212-675-6169; AmandaS@peta.org  
Re: PETA to Mayor Littlefield: We'll Double KFC's Offer to Patch  
Potholes  
Behind Chicken Chain's PR Stunt Is a Mile-Long Record of Cruelty to  
Animals, Says Group

This morning, PETA sent a letter to Chattanooga Mayor Ron Littlefield offering to double the payment that KFC has offered the city in exchange for the right to place advertisements on top of repaired potholes. PETA will pay the city \$6,000 toward street repairs if Chattanooga agrees to return any funds that KFC may have already given it and allows PETA to cover the patched holes with ads that depict an evil Colonel Sanders next to the tagline "KFC Tortures Animals."

"Chattanooga streets may have suffered winter damage, but it's nothing compared to what chickens endure on the way to KFC's buckets and boxes," says PETA Executive Vice President Tracy Reiman. "KFC needs to focus on the holes in its animal welfare policy and try to patch up its reputation for cruelly produced food."

For more information, please visit [KentuckyFriedCruelty.com](http://KentuckyFriedCruelty.com). To view the ad artwork, please click here  
<<http://blog.peta.org/archives/kfcstencil.pdf>> .

PETA's letter to Chattanooga Mayor Ron Littlefield follows.

April 29, 2009

The Honorable Ron Littlefield  
Mayor of Chattanooga

Dear Mayor Littlefield:

I am writing on behalf of PETA and our more than 2 million members and supporters—including thousands in the Chattanooga area—about KFC's offer to pay to place ads for its cruelly produced products on repaired potholes in the city. We would like to offer you

twice the amount of money that KFC has paid if you agree to return KFC's money and use our funds to repair your roads. The only caveat? We ask that you stencil "Kentucky Fried Cruelty" artwork (see attached) over all the newly patched potholes. Motorists and pedestrians should know that there is a mile-long record of cruelty to animals behind KFC's business interests.

Chickens killed for KFC's fast-food outlets grow up in filthy, extremely crowded sheds, mired in their own waste with no room to even spread their wings. They are drugged and bred to grow so large so quickly that their young bones often become crippled under the weight of their massive upper bodies. At the slaughterhouse, the birds often suffer painful broken wings and legs when they are dumped from trucks—they are handled as if they were bricks, not living beings made of flesh and blood. Then, their legs are slammed into metal shackles—usually resulting in more broken bones—and they have their throats cut while they are still conscious. Many birds are scalded to death when they enter the defeathering tanks. Members of KFC's own animal welfare advisory board have resigned in disgust at KFC's failure to stop the worst abuses of chickens raised and killed for its restaurants.

Please contact me at 757-962-8322 or [TracyR@peta.org](mailto:TracyR@peta.org). Thank you for your consideration.

Sincerely,

Tracy Reiman  
Executive Vice President