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VIA FAX (757) 622-0457

December 8, 2009

Ingrid Newkirk, President
People for the Ethical Treatment of Animals
501 Front St.
Norfolk, VA 23510

Dear Ms. Newkirk:

We write with regard to your latest advertising campaign, which features model Joanna Krupa pictured as an angel, in varying forms of undress, surrounded by Catholic symbols.

As an organization dedicated to fighting prejudice and bigotry, we believe this ad campaign can be offensive to people of faith, particularly Catholics who consider the objects portrayed in the ads sacred. We find it ironic that an organization dedicated to ethical treatment of animals can have such a low standard of ethics when it comes to respect for fellow humans.

Regardless of whether or not we agree with your organization's purpose or goals, we do not believe in censorship. We do believe, however, that it is possible, and preferable, to participate in our national marketplace of ideas without resorting to gratuitously offensive iconographic imagery. While you have a history of using provocative imagery to attract attention to your animal rights cause, we believe that such ads ultimately only undermine your purpose.

We urge you to find another way to convey your message.

Sincerely,

A handwritten signature in black ink that reads "Abraham H. Foxman". The signature is written in a cursive style with a long, sweeping underline.

Abraham H. Foxman
National Director

AHF:ars

