

WHY ANIMAL LIBERATION?



For thousands of years, Humanity has placed its heel on the throat of our fellow Earthlings. But the animals of this Earth, like the dogs and cats in our own homes, have feelings, families, and a will to live. When we place them in cages, or kill them for our selfish benefit, we are committing grave acts of violence and prejudice.

The movement for animal liberation is growing all over the world. Behind this movement is a simple idea: that every sentient being – black or white, gay or straight, dog or cat, human or rat – deserves safety, happiness, and freedom.

DIRECT ACTION  **EVERYWHERE**

directactioneverywhere.com



VIOLENCE

CHIPOTLE: IT'S NOT FOOD, IT'S VIOLENCE

WHY CHIPOTLE?

Chipotle is one of the largest animal killers in the world. The company, formerly owned by McDonald's, has billions of dollars in yearly sales -- up to 95% of which involve violence against animals.

Chipotle is a fraud. Chipotle claims to treat animals with "love" and "integrity." It financed the distribution of a "pro-farmer" documentary, *American Meat*, that was described as "exemplifying the history of meat production... by arguing that the industry is essential to the sustainability of our civilization." It has hired prominent chefs who have been publicly unapologetic about their disdain for animal welfare. ("You put tripe in a bowl and tell them it's from a humanely raised cow, and they're going to eat it," said one to the New York Times.) Chipotle's marketing has, in short, preyed on its customers' good intentions, despite the fact that the company purchases flesh from the same concentrated animal feedlot operations ("factory farms") as other fast-food chains.

VICTIMS OF THE HUMANE MYTH



As Chipotle goes, others follow. Due to its size, notoriety, and growth, other companies look to Chipotle for guidance. Taco Bell, for example, recently released a "Cantina Bell" line of items that mimics Chipotle's marketing: "Every ingredient has a story." **But there is a story that Chipotle does not want told – the story of the animals who were murdered for corporate profit.**

WHAT YOU CAN DO

Join a day of action. Direct Action Everywhere organizes monthly protests against Chipotle across the nation. Send us an email at dxe@directactioneverywhere.com or check our website for the next day of action!

Write to the company. Contact Chris.Arnold@chipotle.com, or local media, about your concern over Chipotle's practices. If you buy vegan food there, let the employees and management know that you do not support their violent and deceptive practices. Make sure you reference DxE's campaign, and say to them, "It's not food, it's violence."

Share and discuss. Distribute media from our campaign in your community. Our campaigns are a platform for you to discuss the ideas behind animal liberation! Share our most dramatic actions, and explain to your friends, family, and co-workers why you believe all animals deserve freedom!