

JOIN VIVA!

Choose your category:

Supporter – £15 waged, £12 unwaged
You'll receive our fab colourful mag, *Viva!Life* – containing celebrity interviews, features, delicious recipes, offers, events and campaign updates; sticker and Supporter's card (giving discounts in many outlets).

Star Supporter – £29

You'll receive *Viva!Life*, supporter's card, *Not in my Name* celebrity DVD (16 short films); *Feeding you the Facts* DVD (cooking demos and

talks); 6 Guides including easy, delicious recipes, 2 nutrition fact sheets, certificate and brooch.

Life Supporter – £200

Join Viva! for life and really help us stop cruelty. You'll receive *Viva!Life* for life and all the same fabulous benefits as a Star Supporter.

Activist – £7 (under 18s)

You'll be sent Viva! piglet tattoo, pen, posters, Activist card, animal and nutrition guides and *Viva!Life*.

YES, I want to join Viva! as a:

- Supporter (£15 waged) (£12 unwaged) Star Supporter (£29)
 Life Supporter (£200) Activist – under 18s (£7)

YES, I enclose a donation of: £5 £8 £20 £50 Other £

Total enclosed: £ Please make cheque/PO payable to Viva!

OR please debit my Visa/Master/Switch/Solo card number:

Expires: / Issue no.

Title: First name: Surname:

Address:

Postcode:

Tel:

Email:

Date of birth (under 18's): / /

JOIN VIVA! BY STANDING ORDER

Giving just a small amount each month has a massive impact on Viva!'s campaigns. For example, a £3 or £5 monthly gift enables us to plan ahead how best to save animals.

YES, I want to give Viva! a monthly gift of: £3 £5 £10 Other £

starting on / / (at least one month from today's date) until further notice

Your bank's name:

Your bank's address:

Postcode: Signature:

Bank – please quote the following reference (Viva! use only)

To the Cooperative Bank (08-90-24) for the credit of Viva! account 50044867

Your bank sort code: Account number:

Account holder's name:

Please post today to: Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH or join by phone on 0117 944 1000 (Mon-Fri 9am-6pm) or online at www.viva.org.uk/join Thank you!

BE GREENER THAN YOU THINK

Forests are still being felled, deserts continue to spread, species are disappearing, pollution is increasing, global warming is accelerating and fish stocks are collapsing. And it is our diet that is at the heart of it all.

The evidence is now overwhelming – the greatest threat to the global environment is animal farming. We communicate it far and wide because these are compelling reasons to go vegan.



BE MORE EFFECTIVE THAN YOU EVER THOUGHT POSSIBLE

Times are changing, meat and dairy consumption is falling, veganism is exploding... and Viva! takes a lot of the credit for this. Our undercover campaigns get nationwide media coverage; images of suffering are seen by millions every year and people are changing. And we help them to do so.

We also show our footage to people on the High Streets with our Face Off challenge so they can see what animal farming is really like.

See their reactions at

viva.org.uk/faceoff

Going vegan is a hugely important step – supporting Viva! and throwing your weight behind us is also important. You will be directly helping to reach millions of people and empowering us to accelerate the change that has begun – for the planet, for people and for animals.



GOING VEGAN WITH VIVA! IS SIMPLE

Simply sign up to Viva!'s free 30 Day Vegan and you'll get all the support you need:

- Daily emails with tasty meal ideas and helpful hints.
- Cookery demos of our favourite meals.
- Encouragement from our favourite vegan celebrities.



Find out what's vegan in shopping and eating in your local area.

myvegantown.org.uk



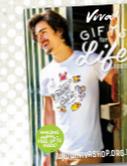
Star of all the help we can give you is our superb, 64-page magazine *Everyone's Going Vegan*. It covers just about every topic, including celebrity interviews and pull-out food charts. Just £4 inc p&p vivashop.org.uk/egv



Be inspired by the superb Vegan Recipe Club, with hundreds of recipes, colour pictures, hints, tips and solid advice.

veganrecipeclub.org.uk

For those who like shopping – treats, eats, wines, books, guides, teas and more are in our online shop. vivashop.org.uk



VEGANS

CAN'T WALK ON WATER

BUT...



...THEY CAN...

**...SLASH
THEIR RISK
OF KILLER
DISEASES**

cancer, heart disease,
strokes, diabetes,
Alzheimer's, obesity...

...LIVE LONGER

from four to 10 years,
according to the science

**...SAVE
ANIMALS FROM
SUFFERING**

no factory farms or
slaughterhouses for them

**...HELP
SAVE THE
ENVIRONMENT**

and shrink their
carbon footprint

**...AND THAT SOUNDS PRETTY
MIRACULOUS
TO US**

GO VEGAN ...AND BE MORE POWERFUL THAN YOU THINK!

VIVA.ORG.UK

Sometimes it feels like the world has gone crazy. Cancer, diabetes, obesity, Alzheimer's and heart disease are epidemic. Forests continue to fall, deserts to spread while global warming gets warmer and factory farming still shames us.

By cutting out animal products, you make a powerful impact on all these things, reducing your footprint on the planet and your risk of the most deadly diseases.

BE KINDER THAN YOU THINK

Most animals are factory farmed and unless you've been in one of these places you wouldn't believe just how appallingly animals are treated. Producers try to keep us out but Viva!'s undercover investigators secretly go inside factory farms and slaughterhouses and film the filth and squalor.

Over the last 20 years and more, Viva! have repeatedly exposed the horrors of British farming. We do it to inform and to change people's hearts and minds – and it works.

viva.org.uk/campaigns

DUCKS We were first to film the factory farming of ducks – birds that are still essentially wild – locked in stinking sheds with no water in which to swim or clean themselves. Duck sales dived and we ended the painful mutilation of debeaking.



FOIE-GRAS Our *foie-gras* exposé covered 10 full pages in the *Daily Mirror*, including the entire front page. We persuaded 1,000 restaurants and Amazon to stop selling *foie-gras*, shamed Gordon Ramsay and got Heston Blumenthal to drop it.



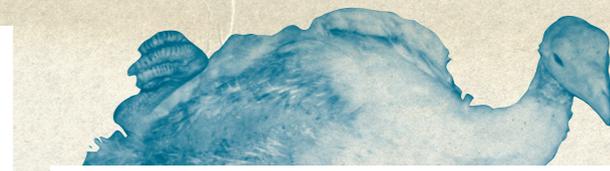
DAIRY COWS It's standard practice – all new-born calves are taken from their mothers after birth. Tens of thousands of bull calves are shot – we filmed it on Cadbury's farms; a by-product of their milk chocolate. Dairy sales are falling!



PIGS We've filmed in dozens of pig farms and the reality is shameful. Filthy hovels, overcrowding, painful mutilations and breeding sows held in metal crates so small they can barely move, for weeks at a time. Pork sales have collapsed.



HORSES Viva! went to Poland to save 'meat' horses from days of transport by road to Italy without rest, food or water. We slashed the trade by two-thirds.



TURKEYS Three Christmases running, we exposed the horrors inside sheds of Britain's biggest turkey producers – overcrowding, billowing dust and dead and dying birds everywhere. Sales plummeted by four million.

CHICKENS With our Cracked campaign we revealed the truth behind egg production – enriched cages, barn egg and free range. All revealed sickening animal abuse.



KANGAROOS Millions are shot in the Australian bush and their baby joeys are beaten to death. Our campaign emptied UK supermarkets of their meat and we persuaded the biggest user of kangaroo leather, Adidas, to switch to synthetics.

BE HEALTHIER THAN YOU THINK

Most people are not healthy and are only living longer because of earlier diagnosis, pills, potions and procedures. Nearly 50 per cent regularly take a prescription drug; over 20 per cent regularly take three drugs.

Heart disease and cancer are increasing every year and, like obesity, osteoporosis, diabetes type 2 and Alzheimer's, are at epidemic proportions.

Our health researchers keep abreast of the science and show people that this decline is not inevitable – a vegan diet greatly reduces your risk. We produce scientific reports, fact sheets and great advice on how to stay healthy and live longer. vivahealth.org.uk



**Viva!
HEALTH**