

SOCIAL STUDIES TEXTS

Written and Visual Texts (Campaign Report)

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www.safe.org.nz
CAMPAIGN REPORT 2008

Showcasing SAFE activities, victories and campaign updates

This campaign report makes splendid reading. It showcases many of SAFE's accomplishments, successes and victories throughout 2008. I take great pride in trumpeting SAFE's victories and momentous occasions because I know everyone at SAFE has worked exceptionally hard and deserves the recognition. They give their best, which is why I am excited that this campaign report is an opportunity to celebrate how their efforts, with your support, have helped animals.

2008 has been an outstanding year for SAFE. While still a modest organisation the level of activity, support and growth is inspiring. We have definitely matured into an effective and confident voice for the animals in New Zealand. This year SAFE launched a world-class humane education resource focused on animal rights. We successfully convinced Auckland City Council to ban rodeos, and Canterbury University to go caged egg-free. We have had great media coverage, launched five new websites and welcomed the support of many top New Zealand celebrities, including *Outrageous Fortune* star Robyn Malcolm. The same is true for ethically mindful businesses that recognise the value of supporting SAFE and the issues.

By my reckoning, 2008 has been SAFE's greatest year of achievements in our 75-year history. We are ending the year victorious knowing we have helped advance the animal rights movement in New Zealand. More importantly, we know we are making a significant difference to the lives of animals, and this feeling is priceless. I pay tribute to those who have been part of the crusade over the year to make this a more compassionate world for animals. Bring on 2009!

Anthony Terry, Director

LovePigs

TV ADVERT A HIT!
SAFE's campaign to end cruel pig farming practices continues to receive overwhelming attention and support from the New Zealand public. SAFE's 'Saving Lucy' television advertisement, screening recently on TV3 and C4, has been a huge success. The fantastic response to the advert has resulted in thousands of dollars in donations and the enlistment of thousands of more supporters. Internet traffic on the LovePigs website increased from 20,000 to 140,000 hits in one month alone!

EXPOSING ABUSE
Presentation flip charts, stalls and library displays, the distribution of thousands of campaign packs and the production of 150,000 colourful LovePigs leaflets all helped highlight the plight of pigs in New Zealand. SAFE also commissioned the making of 15 life-like model sow crates now used on almost all information stalls.

"I am thrilled we are now able to provide all of our active volunteer centres with these model pigs," says campaign director Hans Kriek.

"These pigs are a work of art and are amazingly realistic. They are perfect to illustrate the close confinement of sows in a manner easily related to by the public. We receive many comments from people who see them. Most people will never witness the cruelty of a pig factory farm so our model pigs are as close as they will ever come to being exposed to this kind of animal abuse. It is great to see people responding to the pigs and pledging to no longer eat factory farmed pigs."

PIGS BUST'D!
SAFE's latest campaign initiative involves three little pigs travelling around on public transport taking the message to a captive audience. The thought-provoking signage and handouts remind commuters that pigs are more than merely ham, pork and luncheon!

PIGGERY CANNED!
After making a submission to the local council SAFE was overjoyed to hear Environment Waikato had declined a resource consent application to build what would have been New Zealand's largest pig farm. "We are delighted to hear that the resource consent has been declined," says campaign director Hans Kriek. "If this farm had been allowed to proceed, tens of thousands of pigs would have been condemned to a life of misery inside this monstrous farm."

TAKE ACTION

- 1) Take the LovePigs pledge. Visit: www.lovepigs.org.nz
- 2) Don't buy factory farmed bacon, ham or pork products.
- 3) Buy one of our latest designer campaign t-shirts (see catalogue on page 7).
- 4) Support the campaign by making a donation.

SHOULDER PIGGY!
Get yourself looking rather supermarket savvy with a 'LovePigs, Not Pork' re-usable shopping bag. A mere \$2 helps spread the message and helps protect the environment. Order at www.ChooseCrueltyFree.org.nz

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