

SOCIAL STUDIES TEXTS

Written and Visual Texts (Mail-out)

'Meet Lucy - Give Pigs a Chance'. Mail-out. SAFE (2010).





SAFE'S LOVEPIGS NATIONAL APPEAL

MEET LUCY...

She spends most of her life in a small metal-barred cage. She can't walk or turn around. Her life is filled with misery and frustration. You can help save her.

lovepigs.org.nz



GIVE PIGS A CHANCE

FOR THE PAST THREE years SAFE has made pig welfare its top campaign issue. In the process SAFE has become New Zealand's most proactive animal advocacy organisation. The pressure created by SAFE is likely to see the Government ban sow stalls from 2018 but eight years is still a long way off and pigs will still be confined to farrowing crates. SAFE is determined to end all pig cruelty and significantly improve the living conditions for these intelligent and sensitive animals. When SAFE and comedian Mike King exposed the plight of pigs on Sunday in April 2009, the nation was shocked, yet nearly two years on we still have thousands of sows in crates! It is up to us all to stand up in defence of pig welfare. SAFE's LovePigs campaign has already had an enormous effect within New Zealand, resulting in an ever-increasing change in the way politicians, consumers and the media think about cruel factory farming practices.



Tens of thousands of sows will continue to be confined to cruel farrowing crates.

This year alone we have generated over 150 media stories, staged dozens of actions, stalls and events, distributed tens of thousands of leaflets and had over two million hits on our LovePigs website! Public awareness has never been greater, but it's going to get even bigger and better (with your help of course!) Please use this appeal form to show your support for helping pigs like Lucy.

DONATE TO SAFE'S EXCITING CAMPAIGN TO HELP PIGS

PIGS ON AIR!
\$750 donation will fund hard-hitting radio adverts reaching tens of thousands of listeners!



PIGS ON BILLBOARDS!
\$100 donation will keep our six metre billboard visible in a busy inner-city intersection.

PIGS ON THE STREET!
\$50 donation will ensure the placement of our large colour posters on the street!

LOBBYING FOR PIGS!
\$25 donation will help circulate 250 consumer postcards used to lobby MPs for a ban on cruel farming practices.





TV HOST BRENDON PONGIA (*Good Morning*) says, "The way pigs are treated is disgusting. The Pork Industry needs to be accountable for their actions. It's disgraceful that any living being should be treated this way. Make a change."



FILMMAKER AND ACTOR TAIKA WAITITI says, "It's not necessarily a question of what you eat, but rather where that food comes from... I support the work of SAFE and hope that one day the inhumane treatment of pigs in New Zealand disappears completely."

SAFE IN ACTION

- ◆ SAFE's first eye-catching billboards calling on the public to boycott cruel pork are placed in Auckland, Wellington and Christchurch. Feedback to date is that they're visually striking.
- ◆ Outrageous Fortune star Robyn Malcolm and SAFE director Hans Kriek discuss the status of the pig industry, and where to go from here, in a new online campaign message. [Youtube: SAFEAnimalAdvocacy](#)




- ◆ SAFE successfully launches its 'Don't be Fooled' campaign outside a New World supermarket in Wellington.
- ◆ SAFE's 'Help Lucy' TV advertisement returns to air on TV3 and C4 until January 2011, reminding viewers that sows still need help.

PIGGY CHAMPIONS

Comedian **Mike King** has done more to expose pig cruelty than almost anyone in New Zealand. He's not the only celebrity supporting SAFE's LovePigs campaign, however: actor **Gin Wigmore**, *Go Girls* actor **Tania Nolan**, Former *Fair Go* presenter **Kevin Milne**, *Lovely Bones* actor **Rose McIver** and *Outrageous Fortune* actor **Antony Starr** are just a few of the others!

