

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

29 September 2015

Pauline Howie
Chief Executive
Scottish Ambulance Service

Via e-mail: paulinehowie@nhs.net

PO Box 70315
London N1P 2RG
United Kingdom
+44 (0) 20 7837 6327
+44 (0) 20 7923 6242 (fax)

Info@peta.org.uk

Dear Ms Howie,

On behalf of People for the Ethical Treatment of Animals (PETA UK), I am writing regarding the costs your ambulance service has incurred in order to accommodate obese patients. We understand that this is a heavy burden for you to bear, which is why we're interested in paying to place a pro-vegan ad on the side of your ambulances. The [eye-catching ad](#) we've designed features a sexy nurse and reads, "Lighten Your Load – Go Vegan".

Vegans are, on average, slimmer and healthier than meat eaters. Our ad could help bolster your budget while informing people that going vegan is the best way to reduce their trouser size, risks to their health and wear and tear on emergency vehicles.

Overwhelming scientific evidence shows that vegans are far less likely to be overweight than meat-eaters and far more likely to be in better overall health. The Academy of Nutrition and Dietetics – the largest group of nutrition professionals in the US – reviewed hundreds of studies and concluded that compared to people who consume meat, vegetarians have lower rates of obesity, heart disease, diabetes and cancer.

In addition, every person who goes vegan saves many animals from the cruelty of factory farming and slaughter – including sparing piglets from having the tips of their teeth and their tails cut off without any pain relief and sparing animals the terror of having their throats cut at slaughter.

We hope you'll consider placing our ad on your ambulances. Thank you for your consideration. I look forward to hearing from you and can be reached on 020 7837 6327 or at KirstyH@peta.org.uk.

Yours sincerely,

Kirsty Henderson
Campaign Coordinator

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
125 London Wall, London EC2Y 5AS.
Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates:

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands