

To: Brian Rollo, The Right Worshipful The Mayor of Preston
From: Elisa Allen, Director, PETA

23 April 2018

Via e-mail: themayor@preston.gov.uk

Dear Mr Mayor,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with a suggestion inspired by new research revealing that the number of vegans in the UK has risen by [700 per cent in the past two years](#): changing the name of Preston's Egan Street to Vegan Street. By making this simple switch, you'd be encouraging the city's community to make compassionate and ethical food choices. If you agree to this proposal, we'd be delighted to provide every resident of the street with a copy of our vegan starter kit as well as a week's supply of vegan sausages.

Since the number of vegans and vegetarians in the UK is booming – as more and more people are hungry for vibrant, healthy, cruelty-free, and environmentally friendly plant-based foods – there's never been a better time for Preston to encourage locals to adopt a vegan lifestyle. Today, companies are investing billions in innovative vegan products, including meat-free burgers that "bleed", which are set to hit supermarkets this year. And the list of exciting animal-free dishes on restaurant menus is expanding by the day to meet demand.

Changing Egan Street to Vegan Street also makes a strong environmental statement. Vegans have significantly lower carbon footprints than meat-eaters do, as animal agriculture is a major producer of the greenhouse-gas emissions that cause climate change. From nutrient-dense super-food salads to protein-rich "tofish" and chips, vegan meals offer the easiest and most effective way to take a bite out of climate change.

In addition to sparing more than 100 animals a year a violent and terrifying death, every person who goes vegan reduces his or her chances of suffering from heart disease, diabetes, strokes, obesity, cancer, and numerous other ailments.

We'd be more than happy to sit down with you – perhaps over a delicious meal at one of Preston's many vegan-friendly restaurants – to discuss this proposal. We look forward to hearing from you!

Kind regards,

Elisa Allen, Director