



Jason Kingsley, CEO  
Rebellion Productions

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Via e-mail: [jason.kingsley@rebellion.co.uk](mailto:jason.kingsley@rebellion.co.uk)

Dear Mr Kingsley,

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to urge you to help prevent a real-life dystopian future. It's simple – just ensure that only vegan food is served at Rebellion Productions' new Didcot studio.

As you know, in Judge Dredd's fictional world, the Earth has been devastated environmentally. To survive, inhabitants of Mega-City One live off "munce", a high-protein plant that fulfils all their dietary needs. Likewise, vegan eating is the solution to avoiding environmental devastation on *our* Earth.

Animal agriculture is a major contributor to climate change. Raising animals to eat them is totally inefficient and causes deforestation, droughts, desertification, and the devastation of ecosystems. That's why the United Nations, along with leading environmentalists, is calling for a global shift towards a plant-based diet.

Scientists and world leaders are calling this a time of climate emergency, biological annihilation, and even mass extinction. But if we switched from consuming cows to eating soya, we could use 97 per cent less land to harvest the same amount of protein, while also slashing our greenhouse-gas emissions. And unlike the residents of Mega-City One, we don't need to munch on "munce", as we have a vibrant variety of exciting vegan foods readily available to us.

In addition to protecting the planet, vegan catering could help Rebellion attract top talent: Woody Harrelson, Natalie Portman, Joaquin Phoenix, Nathalie Emmanuel, and other leading stars are vegan.

If we continue to eat other animals at the rate we currently do, our planet will become a hothouse, its land deforested and virtually barren of all life – apart from humans and the miserable, suffering animals we breed to eat. Future generations will judge us if we condemn the Earth to such a fate. We urge Rebellion to help protect the future of our planet by going vegan.

I look forward to hearing from you.

Your sincerely,



Dr Carys Bennett  
Vegan Corporate Projects Liaison

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#### Affiliates

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