



Jean Todd
Executive Councillor for Climate Change, Environment and Community
Safety
High Peak Borough Council

18 June 2020

Via e-mail: jean.todd@highpeak.gov.uk

Dear Cllr Todd,

I'm writing on behalf of PETA to *float* an idea that may solve the problem of people swimming in Harpur Hill's toxic "blue lagoon". PETA will pay to dye the lagoon a deterrent shade of green, in exchange for placing a sign by the water reading, "Warning: Animal Flesh Is Toxic. It wreaks havoc on the environment and your health. Take the plunge at home: go vegan, and GO GREEN."

Eating meat is every bit as disgusting and dangerous as swimming in water that's littered with animal corpses, excrement, and rubbish. Packets of chicken flesh are frequently contaminated with faecal matter, and study after study has confirmed the correlation between eating meat and an increased risk of heart disease. The World Health Organization has determined that processed meats are carcinogenic, placing them in the same category as tobacco and asbestos. COVID-19 originated in a "wet market", where living and dead animals were sold for human consumption, and many other viruses – such as bird flu and swine flu – began in filthy, crowded factory farms.

A sickly green lagoon would look very similar to the eutrophication that occurs in waterways that are polluted with sewage from factory farms and chemicals used in growing feed crops. This colour would remind visitors that farming animals for food contaminates land and water worldwide, causes large ocean "dead zones", and kills fish, amphibians, and insects, who are essential to ecosystems.

While people who ignore warnings against swimming in the blue lagoon *choose* to risk their health and lives, animals who are exploited and killed for their flesh, milk, and eggs have no such choice. Eating animal-derived foods supports a system in which families are torn apart, females are forcibly impregnated, male babies may be killed soon after birth, and animals are denied all comforts and any opportunity to engage in natural behaviour.

It's time we all stopped *treading water* and dropped the toxic meat habit that's harming animals, the environment, and our health. Will you *take the plunge* and accept our offer to turn the lagoon green and place a sign urging visitors to do the same – by going vegan?

Sincerely,

PEOPLE FOR
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OF ANIMALS

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PEOPLE FOR THE ETHICAL
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FOUNDATION – a charitable
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Cannon Place, 78 Cannon Street,
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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



Elisa Allen
Director

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