



Kerry Mills
Events Executive
VisitBlackpool

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Via e-mail: Kerry@visitblackpool.com

Dear Kerry,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1.2 million members and supporters with a suggestion for Blackpool's iconic Christmas illuminations. We know the illuminations are currently switched off and, lockdown restrictions permitting, will be back on from 2 December, shining bright into the new year. We'd love to place an eye-catching [tofu-themed light display](#) featuring a jolly block of tofu wearing a Santa hat and holding a candy cane next to the words "Tofu Never Caused a Pandemic". It'd be a *light*-hearted way to inform Blackpool visitors and residents that while the meat industry breeds killer pathogens like the novel coronavirus, tofu production is safe and healthy – and tofu is a great choice for Christmas dinner!

As many of us are adjusting to the prospect of socially distanced Christmas celebrations, we should take time to reflect on how we got here. The public-health risks associated with consuming animals are serious. The United Nations Environment Programme estimates that 75% of emerging infectious diseases in humans began in other animals. In addition to COVID-19, deadly outbreaks of swine flu, avian flu, mad cow disease, SARS, and other zoonotic diseases have resulted from using animals for food, and as long as we exploit and kill animals, it's a matter of *when*, not if, the next pandemic will occur.

Consuming meat, eggs, and dairy has also been linked to an increased risk of developing heart disease, diabetes, and obesity – and the World Health Organization reports that processed meats *cause* cancer. Tofu – a versatile wonder food that's older than Christmas – is packed with protein, contains zero cholesterol, and can lower a person's risk of developing life-threatening health problems.

We hope you'll agree that it's time for tofu to shine. We'd be happy to make a donation to the Illuminations Fund if you agree to include our display. Thank you for your consideration. We look forward to hearing from you.

Yours sincerely,



Kate Werner
Senior Campaigns Manager

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