



Director
Cliffs of Moher Experience
Tourism Dept. of Clare County
Liscannor, Co. Clare, Ireland

15 January 2026

Good afternoon.

Greetings from People for the Ethical Treatment of Animals (PETA). Following a recently discussed idea to erect the world's largest statue of Jesus on the Cliffs of Moher, I'm writing to respectfully request that, should the project proceed, a plaque be displayed on the statue, reading: "Jesus Preached Compassion. Honour Him. Be Vegan."



This message could beautifully complement the statue by encouraging thoughtful reflection on the Golden Rule at the heart of Christ's teachings: "*So in everything, do to others what you would have them do to you.*" This simple principle lies at the core of both morality and faith - and choosing to live vegan helps us put it into practice.

The realities of modern food systems starkly contradict the values of kindness and decency. Animals raised for food often endure profound suffering: lambs are separated from their mothers and subjected to painful procedures before slaughter; chickens are confined with no room to stretch a wing and undergo harsh processing; and fish are hunted in their homes and dragged to their deaths, gasping for breath.

Honouring Christ lies not in idols, but in acts; and one of the most powerful acts we can undertake is also the simplest: leave animals alone. Should a statue of Jesus come to pass, please consider adding our plaque to remind visitors of his most core lesson – kindness to all.

I appreciate your consideration – and whether or not plans for this statue materialise, we would like to offer copies of our free Vegan Starter Kits to the Cliffs of Moher Experience for your visitors.

Yours truly,



Ingrid Newkirk, Founder
PETA

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