



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Stubbins Village Community Trust (SVCT)

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Dear Event Organisers:

Hello from PETA, People for the Ethical Treatment of Animals. You probably know the saying, "It's all fun and games until someone gets hurt." In the case of the World Black Pudding Throwing Championships, someone does indeed get hurt: pigs.

That's why we'd love to help make this quirky event even more memorable by replacing the meaty black puddings with tasty vegan ones, free of charge.

Pigs are intelligent, playful animals who form close bonds with their friends and family. It's well known that pigs have an intellect on par with dogs and primates. Yet most pigs raised for their flesh endure short, bleak lives on factory farms before being killed in CO₂ gas chambers. That's a grim end for a sensitive, intelligent animal whose blood and fat will be thrown at a target for a bit of fun.

Like Lancashire's World Gravy Wrestling Championships, which proudly uses vegan gravy, the World Black Pudding Throwing Championships can spare animals and garner kudos by "pudding" on a kinder and more sustainable, bloodless event.

We're ready to supply vegan black puddings from Chadwick's of Bury, and we'll also *throw* in some vegan Yorkshire Puddings for what could be the world's first cruelty-free black pudding throwing contest.

Let's make this year's championship a celebration of compassion and creativity. I'd love to hear your thoughts and help make it happen.

Kind regards,

Dawn Carr,
Vice President of Vegan Corporate Projects, PETA

PEOPLE FOR THE ETHICAL
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