PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Sir David Attenborough

20 November 2026

Dear Sir David,

On behalf of PETA UK and our more than 1.3 million supporters and every other kind soul, we are honoured to present you with our Living Legend Award 2026.

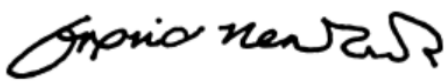
PETA's guiding principle is that every animal is some*one*, not some*thing*. Through your extraordinary storytelling, you have brought that truth to life, showing the world that other animals are sensitive individuals with their own ways of communicating, families, friendships, personalities, and lives that matter to them. Thanks to you, millions of people now recognise that we humans are just one species among many, and that this planet belongs to us all. You have done enormous good.

Crucially, you have also inspired people to turn their appreciation into action. You have spoken out against cruel experiments on monkeys and challenged us to consider the impact of our own choices, particularly what we put on our plates. By championing a shift towards plant-based eating, you have made it clear that protecting animals and their habitats demands more than admiration – it requires us to change how we live.

In this, your centenary year, your voice remains absolutely vital. Your curiosity, compassion, and tireless determination to speak up for animals inspire generations.

Thank you for a lifetime spent opening hearts and minds and reminding us that we share this beautiful planet with countless other species – and that we must act accordingly.

With warm wishes and heartfelt gratitude,



Ingrid Newkirk

Founder

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