

PETA - People For The Ethical Treatment Of Animals

Basic Facts

- They believe in the holistic Vegan lifestyle & do not condone animal use or abuse of any kind
- Founded in 1980 by Ingrid Newkirk and Alex Pacheco
- The organization first gained attention when it publicized experiments that were being performed on macaque monkeys in a lab in Maryland
- Large following, about 5 million people worldwide

Media Presence

- Extremely active within the press
- Can be found on their website (www.Peta.org), Facebook, Twitter, Instagram, & you can sign up for email and text updates
- Newkirk feels that it is their duty to be "Press Sluts" and that they would be "worthless if they were polite and didn't make any waves"
- The group is surrounded by many controversies within the media

