ANAÏS GALLAGHER TEAMS UP WITH PETA TO CALL FOR A MEAT-FREE REVOLUTION

Monday 22 January, 2018

Related Sectors:

Charities & non-profits :: Environment & Nature :: Farming & Animals ::

Scan Me:

British Model Protests Animal Slaughter in Group's New Campaign

London – Model of the moment Anaïs Gallagher is the face of PETA's new "Meat-Free Revolution" campaign. In the black-and-white ad shot by fashion photographer Chloe Sheppard, Anaïs – daughter of Oasis' Noel Gallagher and socialite Meg Mathews – is captured working on handmade protest posters reading, "Go Veg" and "Don't Eat Animals." The collaboration is part of PETA's campaign to encourage people to leave animals off their plates.

The campaign ad is available here.

"My dog Ziggy is like my best friend, but all animals feel pain and fear, so if you wouldn't eat your pets, why would you eat another animal?" asks Anaïs in an accompanying video spot. "Animals … need you to speak up for them. Get out there and get active!"

PETA – whose motto reads, in part, that "animals are not ours to eat" – notes that in today's industrialised meat production, animals are crammed by the thousands into filthy, windowless sheds. They're torn away from their families, mutilated, and denied proper veterinary care. In addition to sparing animals a miserable life and a terrifying death, a meat-free diet reduces the risk of heart disease, stroke, cancer, and obesity – and a recent United Nations report found that a global switch to a vegan diet is necessary to combat the worst effects of climate change. These are just some of the reasons why 20 per cent of 16- to 24-year-olds in the UK have chosen to ditch meat.

Anaïs joins a growing list of celebrities – including Pamela Anderson, Vivienne Westwood, Joaquin Phoenix, Alicia Silverstone, and many others – who have teamed up with PETA and its international affiliates to promote meat-free meals.

For more information or to order a free vegan starter kit, please visit PETA.org.uk.

Company Contact:

_

PETA

E. BenW@peta.org.uk
W. https://www.peta.org.uk/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.peta.pressat.co.uk