Cecil killing no more a tragedy than the billions of farmed animals

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NEWS RELEASE

IMMEDIATE

**CECIL KILLING NO MORE A TRAGEDY
THAN THE BILLIONS OF FARMED ANIMALS
SAYS THE VEGAN SOCIETY**

The death of Cecil the lion was a tragedy, but his life was no more valuable than any of the millions of farmed animals routinely killed every day, says The Vegan Society.

Social media has been awash for days with both outrage and mourning over Cecil's death, which has captured the public's attention and compassion unlike any other animal story in recent months. Is it because Cecil had a name and was perceived as beautiful and powerful that to many his life had greater value than the huge numbers of nameless, and frequently helpless, animals used by humans?

"Trophy hunting is a terrible thing, but no worse than the farming of animals for our consumption. All animals share the same feelings, emotions and individual personalities as each other, and are entitled to the same respect and treatment regardless of species," said Jasmijn de Boo, CEO of The Vegan Society, who has extensively studied the behaviour of many animals including primates and wild birds.

"If Cecil's death saddened you, then please take a look into how meat is made, the methods of fish farming, the way dairy products are produced. Understand what goes on in factory farms, how the animals are treated, and how they are killed, and make the connection," de Boo added.

You can try going vegan in 30 days with The Vegan Society's 30-Day Vegan Pledge www.vegansociety.com/pledge to receive emails of advice, information and delicious recipes to try out.

JASMIJN DE BOO IS AVAILABLE FOR TV, RADIO, OR WRITTEN PRESS INTERVIEW AT SHORT NOTICE

FOR MORE INFORMATION PLEASE CONTACT JIMMY PIERCE, MEDIA & PR MANAGER, THE VEGAN SOCIETY media@vegansociety.com / 0121 523 1738 (office) / 07931 819 508 (out of hours)

The Vegan Society is a registered educational charity (no. 279228) that provides information and guidance on various aspects of veganism, including to new and potential vegans, caterers, healthcare professionals, educators and the media. Visit www.vegansociety.com for more information.

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