

PAUL MCCARTNEY'S EASTER APPEAL: 'MAKE IT A GOOD FRIDAY FOR ANIMALS – TRY VEGETARIAN'

Thursday 17 April, 2014

Music Legend Asks Supporters to Spare Fish This Holiday

London – In the days leading up to Easter, former Beatle Paul McCartney will appear in an online PETA blitz wearing an "Eat No Fish" T-shirt and urging fans to "make it a Good Friday for animals – try vegetarian". Paul's Good Friday message references a holy day when many Christians traditionally replace meat from land animals with fish.

Paul, who was raised a Catholic, says: "Many years ago, I was fishing, and as I was reeling in the poor fish, I realised, 'I am killing him – all for the passing pleasure it brings me'. And something inside me clicked, I realised as I watched him fight for breath that his life was as important to him as mine is to me".

The campaign comes on the heels of pro-vegetarian biblical messages in Darren Aronofsky's worldwide number one smash film, Noah, in which the (digital) animals are protected from ravenous marauders.

To order PETA's free vegan starter kit, please [click here](#) or visit PETA.org.uk.

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