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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