

## **Animal rights group kicks off 10 Billion Lives Tour; offers cash to watch four-minute video of animal cruelty**

PORTLAND, Ore., May 5, 2012 – Animal rights activists today kicked off a national tour that aims to offer everyone in America a dollar to watch four minutes of video taken in factory farms and slaughterhouses – a tactic they call “pay-per-view.”

According to USDA reports, nearly 10 billion land animals are raised and killed every year in the U.S. alone. The [10 Billion Lives Tour](#), coordinated by the nonprofit organization Farm Animal Rights Movement (FARM), begins in Portland in a specially equipped van with eight screens that can accommodate up to 32 viewers. The van will stop in busy public locations and offer people \$1 to watch the video, which documents the treatment of farmed animals.

After watching, viewers are encouraged to decrease consumption of animal products and work towards a vegan diet.

“Consumers have the right to know where their food comes from, and the 10 Billion Lives Tour will expose people to the harsh reality of animal agriculture,” said FARM’s Program Director, Michael Weber. “Viewers often tear up or become angry after watching the video, and turn that passion into action by making food choices consistent with their values.”

The video, collected from hidden-camera footage inside animal agriculture facilities, reveals horrific conditions and cruelty as well as standard, legal industry practices that are shocking to most viewers and out of step with most Americans’ values. The video is also available at [10BillionLives.com](#), where one in 25 online viewers will win a pair of movie tickets.

FARM believes by offering an incentive, the pay-per-view tactic succeeds in enticing Americans to voluntarily learn more about these issues – rather than forcing the information on them. More than 80 percent of viewers commit to eating fewer animal products afterward. In follow-up surveys, over 60 percent of respondents maintain this pledge.

Portland-based artist Josh Hooten, cofounder of [Herbivore Clothing](#), designed the van’s exterior graphics, which will feature magnetic numbers to tally the number of viewers reached on the side of the van.

The van will park outside the “vegan mini-mall” on SE 12th and Stark for a launch party from 3 to 5 p.m. and then drive downtown to (location) for public viewing.

After kicking off in Portland, the van will make stops in Eugene, Sacramento, San Francisco, Santa Barbara, Los Angeles, Orange County, and San Diego before joining the three-month Vans Warped Tour, beginning in Salt Lake City. Following the concerts the van will continue to tour the country until November.

### **About FARM**

For more than 30 years, Farm Animal Rights Movement (FARM) has worked to end the use of animals for food through public education and grassroots activism. As FARM has grown, so has public awareness of farmed animal abuse and the benefits of veganism. In addition to its [Pay-Per-View](#) events and national tour, its grassroots initiatives include [World Farm Animals Day](#), [Great American Meatout](#), [Gentle Thanksgiving](#), [Vegan Earth Day](#), and more. FARM was incorporated as a 501(c)(3) national nonprofit in 1981, is based in Bethesda, Md. and has volunteers in all 50 U.S. states and dozens of other countries. For more information please visit <http://www.farmusa.org>.

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