

An Open Letter to David Novak, CEO of Yum! Brands, from Russell Simmons

Dear Mr. Novak,

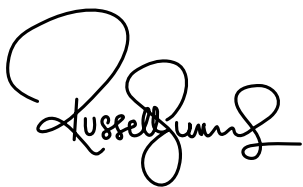
I am disappointed to learn from my friends at People for the Ethical Treatment of Animals (PETA) that KFC has refused to take steps to eliminate some of the worst abuses suffered by the hundreds of millions of chickens who are killed for your restaurants.

As someone who opposes cruelty and injustice, whether the victims are human or not, I am asking that you direct KFC's suppliers to stop breeding and drugging animals so that they become crippled under their own hefty bulk, that you ensure that KFC's suppliers stop scalding birds to death, and that you adopt the other key welfare points that PETA has put forward (see KFCcruelty.com), which are all based on the work of members of your own— apparently powerless—“animal-welfare panel.”

What KFC does to 750 million chickens each year, on your watch, is not civilized or acceptable, and you can change that. Cruelty is cruelty, whether it's cruelty to children, to the elderly, to dogs and cats, or to chickens, animals who are at least as intelligent as dogs or cats and are interesting individuals in their own right.

I am calling for a boycott of all KFC restaurants until my friends at PETA tell me that you have agreed to be kinder in your practices.

Sincerely,



Russell Simmons

