Anthony Lowe, CEO
Prostate Cancer Foundation of Australia

2 November 2016

Via e-mail: BigAussieBarbie@pcfa.org.au

Dear Mr Lowe,

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) to put a proposal on the table – or rather the grill – for a refreshing change to your Big Aussie Barbie fundraiser.

As you may know, last year, the World Health Organisation classified processed meats as a carcinogen in the same category as cigarettes. Just last month, a study published in the journal *Prostate Cancer and Prostatic Diseases* revealed that the consumption of foods laden with saturated fat and cholesterol – such as meat, dairy foods, and eggs – makes prostate cancer more aggressive. According to the Cancer Council, around one-third of cancer cases in Australia each year – that's 37,000 cases – could be prevented through lifestyle change. Of those, at least 7,000 could be directly attributed to low fruit and vegetable intake, low fibre intake, and excess consumption of red meat. As you can see, handing out sausages at a fundraiser for prostate cancer makes about as much sense as selling cigarettes to help cure lung cancer.

November is World Vegan Month, so what better time to change the campaign name to Big Aussie **Vegan** Barbie instead? Thankfully, there are many meat-free alternatives you can throw on the barbie that are both delicious and healthy. Vegan sausages, burgers, and bacon have all the flavour of their fleshy counterparts with none of the cholesterol or cruelty to animals. If you agree to make the switch, we would love to donate vegan sausages to any upcoming events during November.

We would be more than happy to talk about this proposal with you over some vegan snags.

Warm regards,

Ashley Fruno
Associate Director of Campaigns
PETA Australia