



VicRoads
Department of Transport and Planning
GPO Box 2392
Melbourne, VIC 3101

26 July 2024

To Whom It May Concern:

Greetings from People for the Ethical Treatment of Animals (PETA). I'm writing today to request permission to erect a roadside memorial honouring the 22 cows killed when a truck crashed into a rail bridge on Alexandra Avenue.

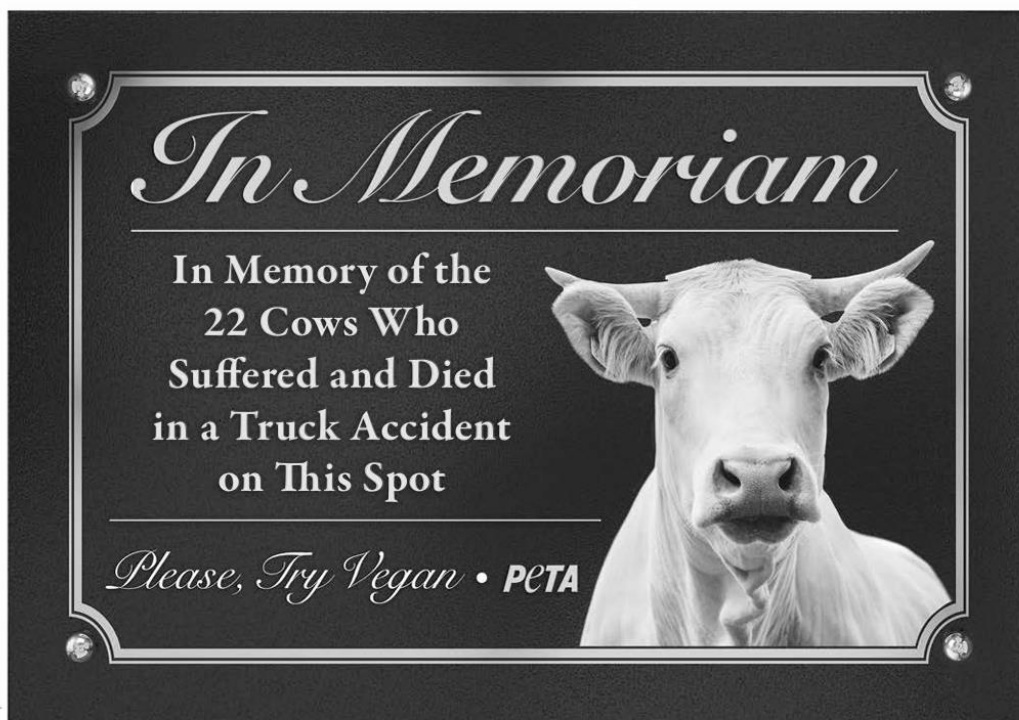
Here is the proposed plaque:

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Australia

PO Box 20308
World Square
Sydney NSW 2002

08 8556 5828
Info@peta.org.au
PETA.org.au



In Australia, some 26 million cows and bulls are used for beef and dairy. Every year, around 8 million cows raised for their flesh are slaughtered in Australian abattoirs, most at just 18 months old. In the dairy industry, hundreds of thousands of “bobby calves” are trucked to slaughter within their first week of life, while their mothers, used until their milk production drops, are slaughtered at around 4 years old, just a fifth of their natural life expectancy. Deadly crashes involving “livestock” haulers are common worldwide, including in Australia, where hundreds of cattle, sheep, and chickens – along with humans – have been seriously injured or killed in numerous accidents.

Animals raised and killed for food suffer from the day they’re born until the day they’re loaded onto trucks for the terrifying journey to an abattoir, where their throats are cut – sometimes while they’re still conscious. These animals wouldn’t

Entities

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)

PETA Australia Pty Ltd
ACN – 128209923



be trucked to miserable deaths if we all just ate vegan foods instead. We hope our memorial will remind Victorians that eating animals condemns them to long, arduous, and dangerous journeys to an abattoir.

We hope you will help us inform the Victorian public and honour these individuals. Thank you for your time and consideration.

Kind regards,

Mimi Bekhechi
PETA

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