

DIRECT ACTION EVERYWHERE

Contact: Wayne Hsiung, [\(650\) 465-1672](tel:6504651672), dxe@directactioneverywhere.com

Protesters Nationwide Hold Vigil at Chipotle to Remember Animals, Mourn Violence

Activists Condemn “Humane Washing” in Company Marketing

San Francisco, December 14, 2013 – Today, animal rights activists with the grassroots animal liberation network [Direct Action Everywhere](#) (DxE) held vigils at Chipotle locations in seventeen cities across North America, including San Francisco, to demand “Peace, Not Violence” this holiday season for the millions of animals killed by the chain. The demonstrators split into visually distinct groups (“Peace” and “Not Violence”) to contrast the celebration of animals in Chipotle’s marketing with the violence in the company’s actual practices. The protests, part of DxE’s “[It’s not Food – It’s Violence](#)” campaign, have grown in recent months, beginning with [a single San Francisco “die-in” in October](#) and spreading to 17 cities in just 9 weeks.

“The holidays are a time for peace and kindness, and millions of Americans are celebrating at home with their companion animals,” protester Ronnie Rose said. “Chipotle manipulates consumers into thinking that the company loves animals. But the truth is that Chipotle is killing animals by the millions.”

Chipotle, which this week was [described by NPR’s “Here and Now”](#) as “The New Model for Fast Food,” has [grown by nearly 1000% in the past five years](#). The growth has been fueled by what social media hotspot Mashable calls [Chipotle’s mastery over social imaging and advertising](#). However, increased scrutiny has accompanied this rapid ascent, with reports indicating that Chipotle’s marketing is [inconsistent with its actual practices](#) and “[rife with chicanery](#).” Will Ferrell’s social media site Funny or Die lampooned the company’s marketing claims in a parody, “[Honest Scarecrow](#).” And even meat industry publications have noted that, despite its professed concern for animal welfare, Chipotle [sources from the same concentrated animal feedlot operations \(so-called “factory farms”\) as other chains](#). Animal rights activists are increasingly condemning these discrepancies as “humane washing” – an attempt to disguise brutal violence against animals as responsible and compassionate.

Activists in the Bay Area, Chicago, Denver, Houston, Los Angeles, New York City, Philadelphia, Phoenix, Vancouver, and other cities joined the protest against Chipotle this month, demanding the company end its violence against animals and its misleading marketing.

At the same time, the activists pointed out that Chipotle is part of what they say is a broader pattern of violence. In the United States alone, approximately 10 billion animals (not including fish and other sea animals) are killed annually for food and millions more for leather, fur, and other “textiles.” Thousands of animals are held captive in zoos and other entertainment industries. The number of animals used annually for vivisection is at least 1 million, according to the USDA, but the industry is not required to report its use of rodents, which comprise 80-90 percent of the animals used.

Direct Action Everywhere is a network of animal rights activists working to challenge speciesism throughout society. We use creative protest to challenge the use of animals for food, clothing, experimentation, and entertainment. Visit Direct Action Everywhere on [facebook](#) and at directactioneverywhere.com. Follow us on Twitter @DxEverywhere.

###