@animalliberation.now



ANIMAL LIBERATION NOW

By Elizabeth Molineros
2020078

Changemakers: Creativity and Value Creation task 1

www.animalliberatiomnow.com



30 DAY VEGAN CHALLENGE

Campaign for the animals

www.animalliberatiomnow.com

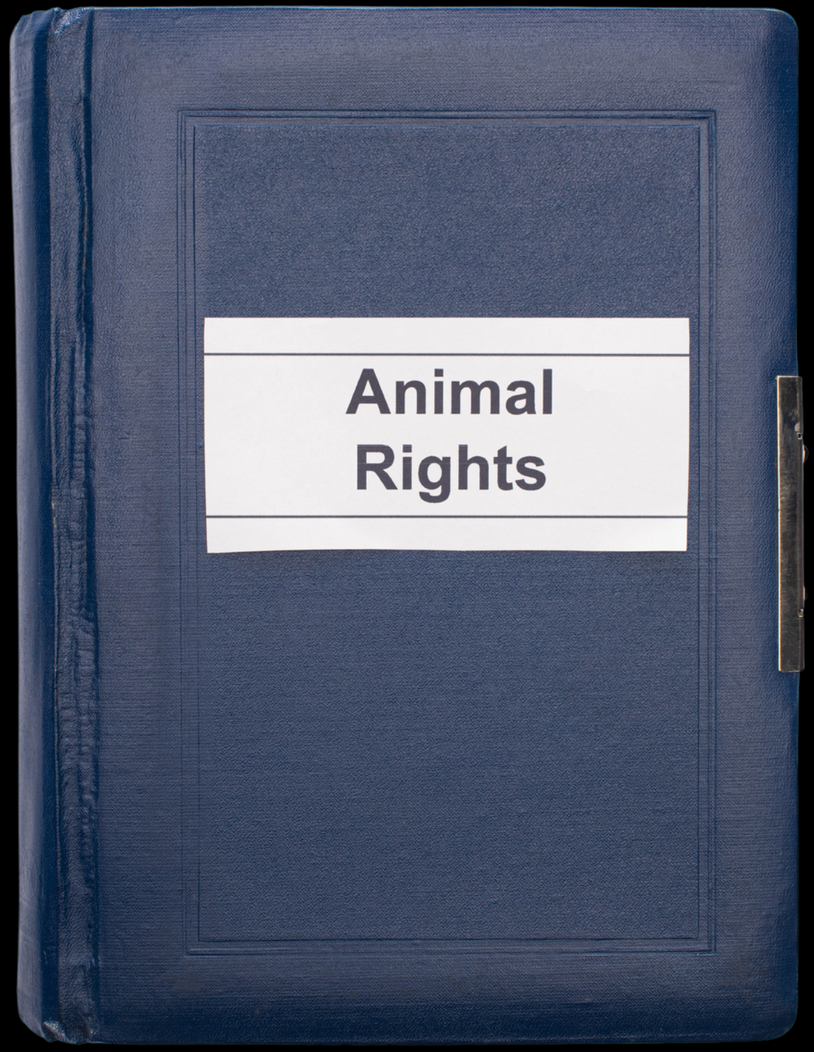


TABLE OF CONTENT

Introduction 02
Table of Content 03
About us 04
Vision 05
What we do 06
Our goal 07
Join the challenge 08
Contact Info 09

ABOUT

Animal Liberation Now

We are a new campaign focused on helping make the connection between the animals and the food that people eat. Around 80 billion land animals and 1 to 3 trillion marine animals are killed every year in the agricultural industry in ways that we would not wish on anyone. We are here because we want to bring awareness to this injustice with the hopes that people will make the connection and choose the kinder option in their life. We will make flyers and create a blog where we can start engaging with people and start our campaign with the help of volunteers. The main advantage of a living a vegan lifestyle is that you are not a hypocrite anymore. It is a way of aligning your words with your actions.

Vision



UNTIL EVERY CAGE IS EMPTY

We have the vision of a world where nobody has to die for a sandwich or a burger, where anyone can enjoy food or wear their favourite clothes without animals or anyone dying for that to happen. A world where people choose kindness over cruelty and compassion over cruelty. Although this is a long way from happening, we will not stop our campaign until every cage is empty.



WHAT WE DO

We focus on social change because even though the goverment can do much more than they are already doing to encourage a plant based way of living, history has proven that the people are the ones who can truly create change. We show people what happens in the meat, dairy and fashion and encourage them to change. we try to form the connection between what they eat and wear to the animals where this came from. Most people will agree that animal abuse is wrong but will still eat meat and dairy. We try to highlight this hypocrisy and ask people to change.



OUR GOAL

Our goal is simple yet hard to accomplish. Asking people to completely change their way of living is not an easy task but with the right motivation we believe it can be done. We need to show people that the food they eat came from a place of suffering and torment and that it does not have to be this way, we have to show people that they have the power to create change and make a kinder world for everyone around us.

Join the challenge



To make the journey easy and convenient for people to make the change we created the 30 vegan challenge, where we challenge people to try a vegan lifestyle for 30 days. In this 30 days we will give you guidance about where to shop as well as information about what happens in the meat and dairy industry so you can make your own informed choices. If you think of joining you can send us a message on our socials.



JOIN US

020156 7890
@animalliberationnow
www.animalliberationnow.com
animalliberation.now@gmail.com

Flyer

ANIMAL LIBERATION NOW

WHY LOVE ONE?

BUT KILL THE OTHER

ANIMAL LOVERS DON'T EAT ANIMALS

GO VEGAN

visit www.ANIMALLIBERATION NOW.com to sign up to the 30 day vegan challenge

Why veganism?

VEGANISM IS THE ONLY WAY TO TRULY BE AGAINST ANIMAL ABUSE, IT IS A WAY OF ALIGNING YOUR WORDS WITH YOUR ACTIONS

Help us by going Vegan and by signing up to our 30 day vegan challenge on our website.

We are a non-profit charity that runs an animal sanctuary that helps abused and neglected survivors from the meat and dairy industry. We only ask that you stop supporting their abuse but if you feel like you are in a position to do more, feel free to send your donations by calling us.



SPREAD AWARENESS BY BEING A VOLUNTEER!

022000222000020
www.animalliberationnow.com
animalliberation.now@gmail.com
Socials
@aniamliberationnow

Explanation

The Flyer that I have created I think clearly represents the message that I am trying to convey, in the first part we are presented with the reality of our choices. In our society we choose to be hypocrites when it comes to how we treat animals. On one hand we love and care for them but on the other we torture and murder them. I think this concept is very clear by the two images used. First I chose the image of a dog which is an animal we all love and care for and that even has laws that protect them from abuse and neglect. Then I used the image of a pig who is killed by the million every single day with no one even hearing about it. When you ask anyone if they are against animal abuse, most will say they are but, when you ask what they eat, they almost always say meat and dairy. This shows that there is a disconnection between what we eat and the animals. I believe that my Flyer helps people make that connection and helps them think a little bit about what they choose the next time they visit the supermarket. I have included our contact information in case they want to join our 30 day vegan challenge and our phone number in case they want to volunteer or donate to our animal sanctuary and organization. The 30 day vegan challenge is a challenge that we came up with that challenges people to have a vegan lifestyle for 30 days to see how they feel and whether they want to continue on this path or not. Within these 30 days we offer guidance about where to shop, new recipes and how to get informed.

Blog

WE SAY NO TO ANIMAL CRUELTY

JOIN THE VEGAN MOVEMENT



WHY CHOOSE VEGAN?

More info at the bottom

Veganism:

By definition veganism is a lifestyle that abstains from the exploitatiom and use of animals to the best of our ability. This includes the things we wear, eat and drink.

As confirmed by the academy of nutrition and dietetics, veganism is healthy for everyone, "Researchers updated the 2009 position paper on vegetarian diets and concluded that not only are vegetarian and vegan diets appropriate for all stages of the life cycle (pregnancy, infancy, childhood, etc.), but they also help reduce the risk for heart disease, high blood pressure, type 2 diabetes, stroke, obesity, and some types of cancer"



Why is it wrong to eat meat?

Unfortunately animals have to die for us to eat their flesh, individuals who share almost all the emotions we share and who show attitudes such as empathy. It is wrong to kill this animals for a 5 minute meal when we could have easily eaten something else. Although animals are far more different than us, they are in the end sentiend beings who deserve to live in this planet just as much as we do.



Is veganism affordable?

People often realate a vegan diet with being too expensive but this is far away from the truth. In most supermarkets the cheapest foods are always legumes, potatoes and vegetables. Meat on the other hand is very expensive ranging from six pounds per kilo to 16 pounds per kilo for an aged piece of steak. Lentils for example are an amazing source of protein when accompanied with vegetables and it can be as cheap as 2 pounds per kilo. Although many vegans can choose to eat various meat replacements which can be pricey, a vegan diet can be as cheap as you want to make it.



Join the challenge

With the vegan comunity growing bigger and bigger we came up with the 30 day vegan challenge where we challenge people to live a vegan lifestyle for 30 days. We will help you throughout this by giving you guidance about where to shop, recipes and information in the form of documentaries.

If you are interested in joining then please get in tough with us through our email or social media.

animalliberation.now@gmail.com
02000200002022

www.animalliberationnow.com

Let us know what you think!

We are a relatively new organisation and we'd love to hear your thoughts and what we do and how we do it. Send any thoughts to our email.

animalliberation.now@gmail.com

References

Physicians Committee for Responsible Medicine. (n.d.). The Academy of Nutrition and Dietetics Publishes Stance on Vegan and Vegetarian Diets. [online] Available at: https://www.pcrm.org/news/health-nutrition/academy-nutrition-and-dietetics-publishes-stance-vegan-and-vegetarian-diets#:~:text=Researchers%20updated%20the%202009%20position [Accessed 18 Apr. 2022].

www.ox.ac.uk. (n.d.). Sustainable eating is cheaper and healthier - Oxford study | University of Oxford. [online] Available at: https://www.ox.ac.uk/news/2021-11-11-sustainable-eating-cheaper-and-healthier-oxford-study.

https://www.vegansociety.com/go-vegan/definition-veganism