

PETA

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

Washington, D.C.  
1536 16th St. N.W.  
Washington, DC 20036  
202-483-PETA

Los Angeles  
2898 Rowena Ave., #103  
Los Angeles, CA 90039  
323-644-PETA

Norfolk  
501 Front St.  
Norfolk, VA 23510  
757-622-PETA

Oakland  
528 Grand Ave.  
Oakland, CA 94610  
510-763-PETA

Info@peta.org  
PETA.org

Dear

How can a serious cause compete for attention in a society hungrier for entertainment than it is for education and enlightenment? A bold, upstart indie film, *Just Say Love* shows us how to do it. By pairing a Plato-reading geek with a hunky construction worker who is looking to blow off more than just steam, *Just Say Love* combines a lusty love story with strong messages about vegetarianism and animal welfare.

*Just Say Love* is a funny, irreverent, soulful, humanistic look at relationships, and it is a movie that can also help change how society thinks about relationships.

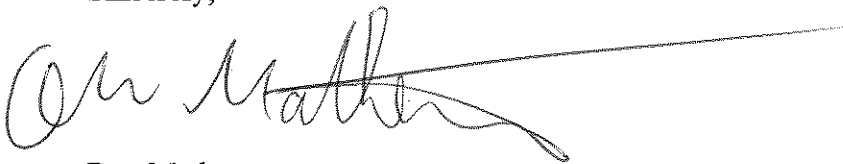
We all know that spirituality is a paramount component of finding happiness. Part of being spiritual is looking at how we treat all other living things. These messages, so beautifully set forth in *Just Say Love*, are also very important to PETA. When one of the characters talks about the toxicity of eating meat, the wit and satire help bring home the message with power and immediacy. *Just Say Love* shows that a serious social message can be conveyed with humor in the context of a story about love and sex.

I recommend *Just Say Love* not only because it will make you laugh but also because it will make you think about important social issues.

*Just Say Love* is available at [www.stagewrightfilms.com](http://www.stagewrightfilms.com).

Thank you.

Sincerely,



Dan Mathews  
Senior Vice President of Campaigns  
People for the Ethical Treatment of Animals

PS: loved the film!

An international organization  
dedicated to protecting the  
rights of all animals.

Affiliates:

PETA Foundation (U.K.)  
PETA Asia Pacific  
PETA India  
PETA Germany  
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