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Mercy For Animals Launches Nationwide Road Show Featuring New Film: *Farm To Fridge*

40-city tour exposes consumers to cruel reality faced by animals on factory farms

Mercy For Animals, a national animal advocacy organization exposes **cruelty to animals at factory farms, hatcheries and slaughterhouses**, in [Farm to Fridge](#), a gripping new 12-minute film exposing the treatment of animals before they reach consumers' plates. A specially modified truck equipped with 80" video screens will bring *Farm to Fridge* directly to campuses, shopping centers, sporting events and other public places in 40 cities around the country. MFA volunteers will also wear shirts with attached iPads playing *Farm to Fridge*.

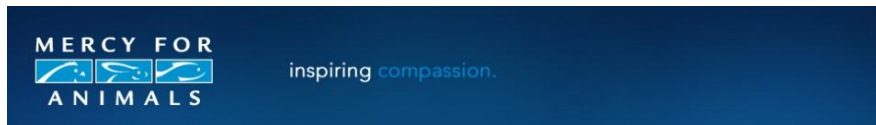


Narrated by Oscar-nominee **James Cromwell**, *Farm to Fridge* goes behind the closed doors of the nation's largest industrial poultry, pig, dairy and fish farms, hatcheries, and slaughter plants – revealing the often-unseen journey that animals make going from the farm to your fridge.

The Mercy For Animals truck will make stops in 40 cities including **Eugene** on **June 1, 2011** at 11:00 a.m. and 8:45 pm. [Locations to be announced. Stay tuned.] While on the road, Mercy for Animals staffers will partner with local communities for presentations, discussion forums, grassroots outreach, and other educational events.



"Americans have the right to know where their food comes from, and there is growing concern over the cruel treatment of farmed animals," said **Mercy for Animals' Executive Director Nathan Runkle**. "This tour aims to open the hearts and minds of consumers nationwide to the intensive confinement, abusive handling, painful mutilations, careless neglect, and merciless slaughter of the nearly 10 billion sentient animals per year destined to end up on our plates."



Mercy For Animals is a national 501(c)(3) non-profit animal advocacy organization. Founded in 1999 and over 60,000 members and supporters strong, MFA works **to create a society where animals are treated with the respect and compassion they rightly deserve**. Over 99 percent of cruelty to animals in the U.S. occurs in the meat, dairy, and egg industries, which confine, mutilate, and slaughter 9 billion-plus land animals each year. Accordingly, MFA primarily focuses on farmed animal advocacy and promoting cruelty-free food choices, employing consumer education campaigns, research and undercover investigations, rescues, and grassroots activism. Its recent investigations have revealed [abuse of cows and calves at dairy farms](#), [shocking conditions in veal farms](#), [suffering of live fish in an aquaculture facility](#), and [cruelty to egg-laying hens, new born chicks, sows and piglets](#). MFA's work exposing animal abuse in the nation's factory farms, slaughterhouses and hatcheries has triggered international outcry as well as legislative and criminal justice victories on behalf of animals. The organization is headquartered in Chicago, IL. For more information, see www.mercyforanimals.org.