

## EVERY DOLLAR IS A VOTE!

Each dollar you spend or choose not to spend is a vote for the kind of world you want to see. You voted yesterday. You'll vote today. Will you vote for a world that respects human rights, protects the planet, and has compassion for animals? Or will you make choices that build a world you really don't believe in?

Your consumer choices act as the conscience of big business. Large companies often respond only to money, not to moral principles. If profits increase even though a company is spewing toxic fumes, enslaving people, or hurting animals, the company still believes it is doing something right.

If you plead for humanity but still support unethical practices through your consumer habits, you're saying to unthinking businesses, "Keep doing what you're doing... and do it in my name!"



*Most of us have felt the unconditional love of an animal — that deep bond that seems to go beyond our human connections. We talk to our dogs and to our cats and sometimes we connect with them more deeply than with anyone else. They love us... and we love them.*

*You can feel that connection again and again by giving your love to every animal — those we call our pets, wild animals, and those who suffer on farms.*

*Make vegan choices to align with your true love for animals. Expand your circle of compassion and the love will come back to you a thousand times.*

## CONNECTED CHOICES FOR A BETTER WORLD.



**SIMPLIFY.** Imagine a world of billions of people living exactly as you do. Would it be fair and sustainable? Live simply so others may simply live.



**FAIR TRADE.** Fair Trade ensures that farmers, artisans, and other producers around the world get a fair price for their goods. It guarantees a living wage and reinvests in communities.



**FAIR LABOR.** Sweatshops, child labor, and slave labor are a growing problem. Clothing and other products like coffee, chocolate, fruit, and flowers are often produced under brutal labor conditions. The cheapest products often come with the greatest human costs.



**LOCAL.** Buy local to support small businesses, create local jobs, and keep more money in your community. By supporting local businesses, you have the opportunity to make sure they treat people fairly, protect animals, and tread lightly on the planet. Unlike giant national retailers, they are accountable members of your community.



**VEGAN.** Vegan foods are plant-based and contain no animal products (meat, eggs, or dairy). Some people choose vegan because they want to be kind to animals and refuse to take part in hurting or killing them. Some want to protect our environment. Some care about human rights, food justice, and world hunger. Some want to improve their own health. And for a growing number of people, ALL of these things matter. Vegan choices are some of the most far-reaching personal, practical, and ethical choices you can make.



**ORGANIC.** Buy organic to keep chemicals off the land and out of our water, protect wildlife, keep farm workers and their children safe, and keep your body healthy. Organic choices also help prevent giant chemical and GMO companies from destroying farms around the world.



**RENEWABLE ENERGY.** Reduce your use of energy whenever possible. Choose solar, wind, wave, geothermal, and other renewable energies to preserve the planet for future generations. If these choices aren't readily available to you, consider buying renewable energy credits to offset your use.



**CAR-FREE.** Take a bus, ride a train, or hop on the subway. Better yet, walk or ride a bike. Enjoy using your own energy to get around.



**RECYCLED.** Choose used and recycled products whenever possible. Use less, reuse, and recycle. Before you throw something away, remember there is no such place as "away."



**TREE-FREE.** Choose recycled lumber and paper products. Consume products with less packaging. Recycle what you use. And consider using tree-free papers like kenaf and hemp.



**CRUELTY-FREE.** We have the compassion, intelligence, and technology to move beyond hurting animals for the production of food, clothing, cleaning supplies, and personal products. Industries that make a profit by hurting others do so with the consent and support of those who buy their products. Make the kind choice, buy cruelty-free.

## STRATEGY FOR A BETTER WORLD.

Nonviolence tactics have been studied and made less effective by those who control by force, disconnection, and violence. Letters from concerned citizens are disregarded and their emails deleted. Marches and speeches are ignored by corporate-owned media. People are even forced into "free speech zones" where they can be more easily ignored and controlled.

To create a better world, it's time to live and advocate smarter. *A Life Connected* is built upon strategy. It has a direct effect regardless of an "opponent's" conscience or willingness to change. It cannot be stopped by force. It builds rather than tears down. It replaces hate with love. And it is available to everyone.

It's time for a revolution. The weapon is in your heart. The weapon is Nonviolence. It cannot run out of ammunition. It cannot be disarmed. And when the war is won, we all win.



*Nearly every piece of fruit is still picked one by one by hand. Was the sun shining that day? Was the worker in the field tired or hot? Were chemicals sprayed on your food, on the earth, and on the field worker? Or is each bite clean and nutritious? Is a family farmer smiling thinking of you? Are you smiling thinking of her?*

*Talk is cheap... it's how we organize and live our lives that tells what we believe in.*  
– Cesar Chavez