

THIS IS THE BOOK

When the way animals are treated in our society gets you down, you now can reach for *Striking at the Roots : A Practical Guide to Animal Activism*.

Mark Hawthorne has brought together the experiences of a great many long term effective activists from Australia and internationally, including our own Wendy Parsons from ALSA. Constantly faced with a seemingly endless battle, they have tried and tested many techniques and approaches from radical demonstrations, emergency intervention, and loud protest to the less confronting lobbying, presenting alternatives, educating, advocating and living the compassionate lifestyle.

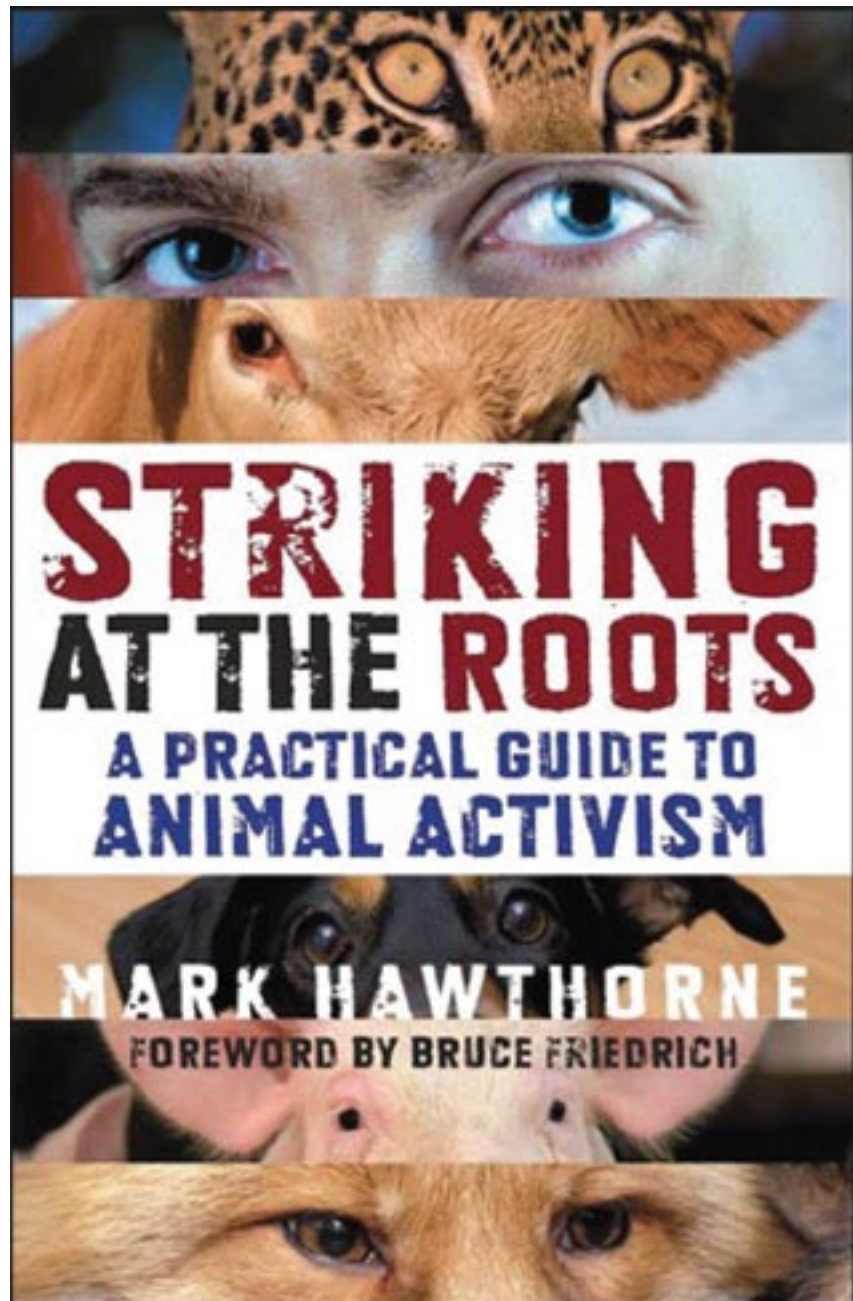
Including practical instructions on running successful events, stalls and outreach, this handbook covers advice on how to approach people in a way that is most likely to get a positive response and gives encouragement when at times it feels like we are getting nowhere.

It is all too easy to become overwhelmed. Chapter 11 gives advice on how to avoid and deal with the painful knowledge that pushes us into action but has the potential to push too far.

"Living with traumatic knowledge, as we all do, means there will always be a crisis ... Traumatic knowledge requires that we take care of ourselves spiritually, and physically and emotionally." Carol J. Adams, Activist and Author.

Continuing to the champion the cause for animals, year after year, requires special attention; effective suggestions for how to manage and stay well are essential to put into practice so that we can remain focussed, healthy and motivated.

"A must-read for both the veteran activist and the person who wants to get involved but isn't quite sure how to get started. It ranks with the best guides to animal advocacy that have ever been written." Norm Phelps,



author of "The Longest Struggle"

"If you are serious about helping animals, then you should seriously read this book." Captain Paul Watson, founder and president of Sea Shepherd Conservation Society

"Brilliant. If you want to make your life count, influence others and save a few thousand lives, this book is your road map. Give it to everyone you know!" Ingrid Newkirk, president of People for the Ethical Treatment of Animals.

To reserve your copy, please contact the office by phone on 8340 8878 or email: animal.lib.sa@gmail.com.

CH 1 : Animal Tracts : Leafletting
CH 2 : Animal Writes: Letters, Opinion Pieces and Articles
CH 3 : Animal Talk: Tabling
CH 4 : Animal Attractions: Protests and Demonstrations
CH 5 : Animal Friendly: Food as Outreach
CH 6 : Animal Pharm: Corporate Campaigning
CH 7 : Animal House: Sanctuaries, Shelters and Rescue Centres
CH 8 : Animal Planet: The Global Reach of Multimedia
CH 9 : Animal Liberation: Direct Action
CH 10 : Animal Law: The Legal System
CH 11 : Animal Care: Activists are Animals too
Appendix A : Recent Milestones for Animals
Appendix B : Eleven things you can do TODAY to help animals
Appendix C : Know your rights