

# GO FREE-RANGE CAMPAIGN

Your guide to convincing local businesses to go free-range

## TEMPLATE LETTER FOR LOCAL MEDIA

This template letter is designed for you to get local media coverage if a local business agrees to go free-range. This is important as it will encourage other local businesses to follow suit and will raise awareness of the issue locally.

Dear Editor,

RE: Hooray for free-range restaurants

Following increasing awareness of the plight of factory farmed chickens, a team of concerned diners are campaigning to influence *[insert town]* catering businesses to offer a higher-welfare alternative.

Residents of *[insert town]*, I am thrilled to announce that negotiations have taken place with several local eateries and *[insert restaurant]* have made the noble change to offer free-range chicken. This is a fantastic move and should be supported by all local diners.

Many consumers are turning their backs on standard chickens, which live in barren and crowded conditions. Millions die of heart failure and many more suffer painful leg disorders. Consumers are also beginning to understand that because free-range chickens live healthier lives, they are healthier to eat.

By offering free-range chicken, *[insert restaurant]* has demonstrated its willingness to respond to consumers concerns and will now be serving even tastier chicken. *[Insert restaurant]* is following a national trend in improvements in chicken welfare and will be rewarded by its profits and a clear conscience.

If you own, or know of a catering business that is already free-range, please contact Compassion in World Farming ([ciwf.org](http://ciwf.org)) and also inform [freerangereview.com](http://freerangereview.com) so that it can be added to Hugh Fearnley-Whittingstall's online free-range guide.

Yours sincerely

