

## LIFEFORCE ANNIVERSARY: 25 Years of Progress



The Vancouver-based **Lifeforce Foundation** started as a non-profit, charitable organization on June 15, 1981. Founder Peter Hamilton was an artist and musician who believed that there was a need for an organization that cared about all life - people, animals and the environment.

"Organizations that protected people didn't seem to care about animals and many who cared about animals weren't concerned about human issues," stated Peter Hamilton, "In order to raise public awareness of the interrelationship of human, animal and environmental problems Lifeforce took a holistic approach to tackling these vital issues in order to save this planet. Lifeforce helped change the "Enviro" friendly slogan to an Eco Friendly message and this helped promote a new ecology movement."

Lifeforce created "**The Three Es**" and the "**Better Living**" campaigns. This innovative education program looked at how people eat, entertain and experiment. We urge those to change lifestyles that harm both people and animals - to phase out all animal products.

Our work also focuses on Animal Rights - a movement that Hamilton helped defined in the early 80s and which continues to recruit new activists.

**Lifeforce Milestones and Future Inside...**

# Milestones

## Some of Lifeforce's achievements include:

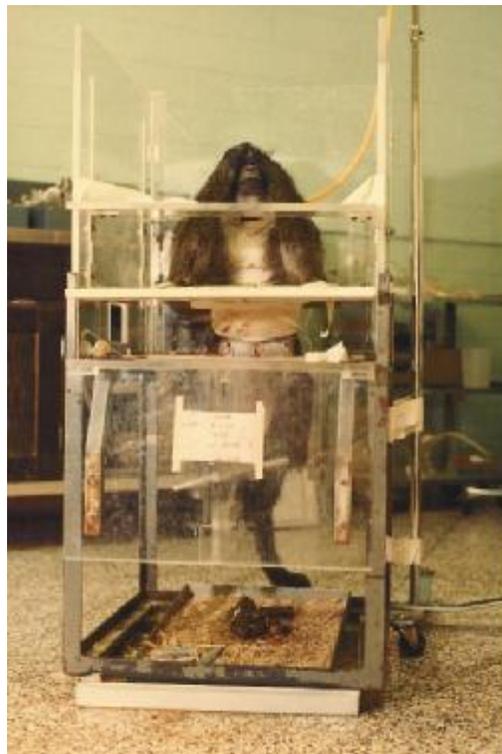
- Throughout the 80s **Lifeforce obtained the first photographic documentation of present day vivisection laboratories**. We exposed spinal cord research on cats, dogs and Canada Geese (captured in Stanley Park), pound seizure (Researchers seizing dogs and cats from pounds/SPCAs), lack of enforcement of research guidelines, blinding cats at Vancouver General Hospital and Firefighters funding horrible burn experiments on animals.
- In 1984 **Lifeforce laid the first Canadian cruelty to animals' case against a vivisector** who kept wild caught baboons in restraint devices for 4 months with funding by the Heart and Stroke Foundations (We also helped investigate the first US case "The Silver Springs Monkey" case).
- Created **Better Living** education campaigns. Brochures about Natural Food, Fashion, Education, Cosmetic Testing and Health Care and Research.
- **Barbaric dog electrocution** and other cruel methods stopped in BC pounds.
- Lifeforce succeeded in convincing the Federal government to declare **Stanley Park - A National Historic Site**. This helped protect this free ecology classroom from further haphazard destruction. And we created **Stanley Park Nature and History Walk brochures**.
- In 1990 Lifeforce exposed the **brutal Vancouver Aquarium capture of three wild belugas**. One beluga suffered from rope wounds. Our campaign led to a ban on captures for export to other countries. In 1982 we helped stop the capture of the endangered orca population near Victoria, BC.
- Developed **"Animal Pals"** to reduce some of the boredom and suffering of caged animals in vivisection laboratories and zoos.
- During the 1990 and 1993 Vancouver Civic elections Lifeforce convinced voters to say **"No Zoo in Stanley Park"**. This stopped the proposed new zoo expansion.
- **Marine Life Programs** including Whale and Dolphin Hot Line, Lifewatch boat traffic monitoring, Orca Trails Land Based Whale Watching, Orca Recovery Plans
- Instigated **bans on all animal acts** in circuses, carnivals and the Pacific National exhibition. Stopped PNE pig races and animals in vending machines. In 1988 Lifeforce stopped baby chimp acts.

## SOME OF THE LIFEFORCE PHOTOS THAT EXPOSED VIVISECTION



Subjected to Induced Heart Attacks

**Baboon "B43" in restraint device for four months. Lifeforce got "Debbie" freed.**



Spinal Cord Research

# The Next 25 Years

Many problems continue and others are still a threat to repeat. Lifeforce will conduct more investigations and more direct action while reminding new generations of the history of campaigns so it does not happen again. Here are some of Lifeforce's plans:

- Using the worldwide capabilities of computer technology to spread the images of animal exploitation through a **Lifeforce Virtual Animal Reality Library**.
- Continue to **oppose aquarium/zoo industry expansion plans** such as the Vancouver Aquarium proposed zoo and aquarium prisons (See our web site "**Let Stanley Park Be!**"). And expose the increase of experiments of wildlife in captivity and in the wild.
- To educate people as to **how to protect wildlife** by taking action such as banning the sale, breeding and ownership of exotic animals.
- Continue to **expose vivisection atrocities** and the waste of scarce health care funds.
- Continue to **expose inhumane, unhealthy eating and wearing of animals**. To stop factory farming and genetically modified food.
- To develop **non-lethal methods for wildlife "management"** to mitigate human/animal conflicts.
- Continue our **Marine Life Programs** to protect marine wildlife.

**Coming 2007**

## Lifeforce Image Library

All of these incredible images were taken by Peter Hamilton, Lifeforce Founder.

### The Three Es

Here you will find hundreds of images relating to all types of animal issues. Many years ago Peter Hamilton, Lifeforce Founder, created the "**Three Es**" which categorizes all animal exploitation - how people eat, how people entertain and how people experiment.

Lifeforce hopes that most people would phase out animal exploitation from their lifestyles once they see and are aware of the hidden suffering.

*These documented photographs can be used for campaigns or to spread the word to friends, co-workers and family..*

### Wildpeace



You will see beautiful images of wildlife living freely in British Columbia. From beautiful nesting Barn Swallows to the majestic Orcas you can find peaceful images for your home or as a gift to share with friends.



### All Creatures, All Creations

This slide show will be a work in progress that you, your friends and/or your family can grow with. As time goes by, you will learn about many creatures who Lifeforce encounters during our programs.



### Online Postcards

Online "**It's A Beautiful Day**" Postcards are a thoughtful way to say Hi! and to brighten someone's day. Or the online "**Protest**" Postcards are an excellent way to raise awareness of a problem

You can choose the online selection or request your customized version by selecting an image from Wildpeace , All Creatures, All Creations or The 3Es.

### MORE...

*In the future, when funds are available, Lifeforce will add graphic video footage taken during our investigations of vivisection laboratories and other atrocities.*

*There will also be "Nature's Moments" showing the lives of wildlife living freely. You will hear the awesome blows of over 50 orcas as they travel and much, much more.*





### Something to Really Crow About!

In 2006 Lifeforce received a call about a mystery white bird in Fort Langley, British Columbia. We identified the bird as a rare albino American crow. It is believed that this kind of albinism occurs only with one in ten thousand.



### Aquarium Sins

At Easter 2006 Lifeforce started a new campaign with this Aquarium Sins poster. It was sent to politicians in Calgary urging them to stop their plans to build an Arctic Canada Exhibit with belugas, polar bears and narwhals at the Calgary Zoo. Public polls have been opposed to the plan and we are waiting for a decision.

## Please Sign Me Up for a 2007 Lifeforce Membership/Donation

\* Here is my Ocean Friends Membership to help conduct the Marine Life Programs:

\$85.00 Adult  \$45.00 Children under 13

I WANT TO HELP BY JOINING/RENEWING  AND/OR VOLUNTEERING

Membership is only:

\$15 Senior/Student  \$25 Individual  \$50 Family  \$250 Business

Here is my Gift Membership of \$ \_\_\_\_\_  
for \_\_\_\_\_

Here is my membership/donation of \$ \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ Prov/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

### ON LINE NEWS

Please put your email here to receive our Newsletter on line \_\_\_\_\_

Lifeforce has many achievements but we all still have a long way to go.

### Your Bequests

If you want to help the Lifeforce Foundation continue our important work in the future you can leave us a gift in your will. You may wish to bequeath funds for a program of your choice or for the general work and perpetuity of Lifeforce. Program(s) could be given your name for your lasting legacy. Funds will be gratefully acknowledged. A general form of bequest is suggested:

I give, devise and bequeath to the Lifeforce Foundation, located in Vancouver, BC, the sum of \$ \_\_\_\_\_ and/or (specifically described property).

Lifeforce hopes that you will act now to make sure that your wishes will be carried out.

*For further information about Lifeforce go to [www.lifeforcefoundation.org](http://www.lifeforcefoundation.org)*

### Don't Be Fooled

Don't Be Fooled by those who claim to protect animals. Lifeforce will be exposing both non-profit organizations and businesses who make false claims and create multi-million dollar empires that do little animal protection work. The "conservation" fund raising by aquariums and zoos, the pro-hunting and trapping "Wildlife Federations", so-called dolphin protection groups and those who built their now rich organizations by taking credit for Lifeforce's work and stealing our vivisection photos. **NO ONE WILL BE ABLE TO HIDE FROM THIS EXPLOITATION OF ANIMALS! EXPLOITATION IS EXPLOITATION NO MATTER WHO YOU SAY YOU ARE!**



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