

# 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 planet. Lifeforce changed the "Enviro" friendly to an Eco Friendly message to instigate 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 and uses.

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

## Milestones

- Throughout the 80s Lifeforce obtained the first photographic documentation of present 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 document 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. 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 from 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 support “No Zoo in Stanley Park”. This stopped the proposed new zoo expansion.
- Marine Life Programs including Whale and Dolphin Hot Line monitoring, Orca Trails Land Based Whale Watching, Orca Recovery Plans
- Instigated bans on all animal acts in circuses, carnivals and the Pacific National exhibition. PNE stops pig races and animals in vending machines. (1987) In 1988 they stopped baby chimp acts.



## 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 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 **expose aquarium/zoo industry** expansion plans such as the Vancouver Aquarium proposed zoo and aquarium prisons (their 70s plan). This will include 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 live a **“animal free lifestyles”.**
- To develop **non-lethal methods of wildlife “management”** to mitigate human/animal conflicts.
- Continue our **Marine Life Programs** to protect marine wildlife.

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

## **Donations, Memberships and Bequests**

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

**Donations to help us continue our important work are greatly appreciated and can be sent to Lifeforce, Box 3117, Vancouver, British Columbia. Also, please consider leaving a Bequest to Lifeforce in your Will so your fight to protect animals will live on.**