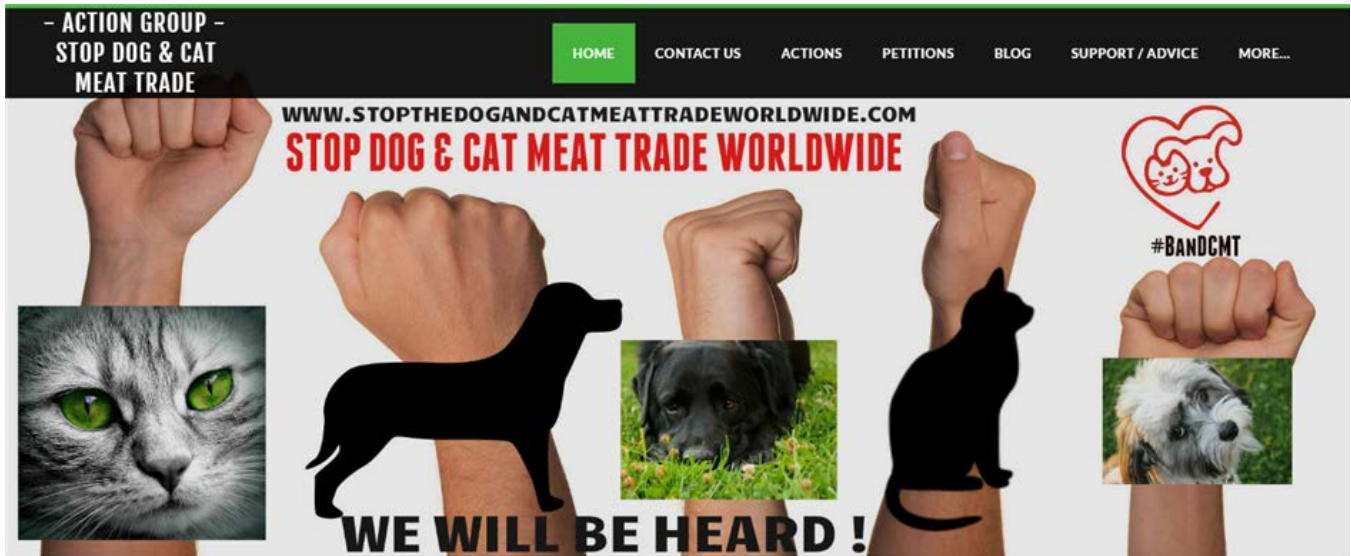


Boycott Material: Prepare Your Boycott Message



HOW TO USE THE GROUP BOYCOTT MESSAGE

This document and all contents have been produced by Stop Dog & Cat Meat Trade Worldwide Group and published on the [Worldwide Action Website: www.stopthedogandcatmeatradeworldwide.com](http://www.stopthedogandcatmeatradeworldwide.com). You are welcome to share this document for use in activism, however, please remember to credit our group with the content. Thank you and sincerely, Stop Dog & Cat Meat Trade Worldwide Group.

How to Use Our Group Boycott Message

You can copy and customize Our Group Boycott Message to protest and announce your boycott of a target country involved in The Dog and Cat Meat Trade, “The Trade”, for example, South Korea. Post your message using your preferred communication or social media channel, for example:

- Facebook
- Yelp
- YouTube
- Google
- Emails to businesses or their website contact form
- Emails Media companies or their website contact form
- Any other channel you can think of!

First, customize the message provided on the next page, and save it somewhere you’ll remember. Then you can copy and easily paste the same message over and over, across dozens, hundreds and even thousands of channels in a short space of time. Always leave the lowest review rating, such as one-star, or a “dislike” rating.

Why Customize Our Message?

The reason for customizing the message into your own unique message is to give your protest and boycott announcement authenticity and power. If we all post the same message to companies, the message will lose potency over time. Diverse and unique messages that still include the important core concepts will resonate with outrage and honesty, compelling readers to LISTEN and ACT to stop The Trade.

Core, Customizable and Country-Specific Text

Our Group Boycott Message, on the next page, has three types of text:

- Core text in **BOLD BLACK**. It is recommended that you retain this text in your message or something very similar. Core text contains important themes about our group’s boycott of The Trade.
- Customizable text in **BLUE**. This is where you can be creative. Try to replace the text in blue with your own powerful words, remaining polite but firm and sticking to **FACTS**.
- Country-specific text in **RED**. Ensure that the red text refers to the correct country, for example, Korea, China or Vietnam.

Boycott Message

The customizable Group Boycott Message follows:

SHAME ON YOU SOUTH KOREA! Your rampant dog and cat meat trade (“The Trade”) has severely **damaged your reputation** in the eyes of **millions** of consumers worldwide! **STOP BOILING ALIVE, BLOW-TORCHING ALIVE, SKINNING ALIVE, THE AMPUTATION OF LIMBS, THE NAILING OF PAWS TO FLOORS AND WALLS, THE GOUGING OUT OF EYES** and all other methods of **dog and cat farming, theft, abuse, beating, torturing** (for up to two days) and **inhumane slaughter**. Video documentation of this abuse and torture is spreading like wildfire on the Internet. **I post this message to communicate my boycott of all South Korean companies operating around the globe. I and millions of outraged consumers will continue the boycott until your country stops The Trade. If you want us to stop the** WORLDWIDE BOYCOTT: A) tell your government to enact and enforce laws against The Trade NOW, B) tell your businesses to cease all involvement in The Trade NOW, and C) tell your consumers to stop buying, preparing and eating dog and cat meat NOW! **If you are reading this and want to help end The Trade and bring about a brighter and more civilized South Korea, PLEASE join our action group “Boycott Dog & Cat Meat Trade Worldwide” on Facebook. This message is not an accusation that your organization is involved directly in The Trade, nor is this message a criticism of your culture. You should be aware, however, that the GLOBAL BOYCOTT is gaining force, with MILLIONS WORLDWIDE BOYCOTTING ALL SOUTH KOREAN COMPANIES, including SAMSUNG, HYUNDAI MOTORS, KIA MOTORS, LG ELECTRONICS and KOREAN AIR. [If allowed in the comment form/contact form, include links to our group or to graphic videos/pictures that show THE TRUTH.]**