

BOB GRAHAM CENTER

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CONTACT:

Shelby Taylor, Communications Director
Bob Graham Center for Public Service
College of Liberal Arts and Sciences
University of Florida
(p) 352-273-1086
(f) 352-846-1576
www.bobgrahamcenter.ufl.edu

PETA vice president on sex, celebrities, stunts to sell causes

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GAINESVILLE, Fla. --- PETA Senior Vice President Dan Mathews will speak at the Bob Graham Center on Monday, Feb. 9 at 6 p.m. in the Pugh Hall Ocora. Mathews, the irreverent force behind PETA's colorful crusades and star-studded stunts, such as the iconic "Rather Go Naked Than Wear Fur" campaign, will discuss the organization's provocative tactics and competing for attention in an entertainment consumed society.

Mathews, who has been twice named to Out magazine's annual list of the world's most influential gays, has persuaded a nonstop parade of stars—including Pink, Paul McCartney, and Pamela Anderson—to protest, pose nude, or even go to jail for animal rights.

He convinced Calvin Klein to stop using fur by leading a raid on the designer's office, pressured GM to stop using animals in crash tests by storming the company's float in the Rose Parade, and lobbied Gillette to halt product tests on animals after impersonating a janitor and wheeling a TV into the company's cafeteria to show graphic video footage of the experiments.

Mathews has been profiled by The New York Times, Wall Street Journal and USA Today, and has lectured at Harvard, Princeton, Oxford, and Columbia universities. His acclaimed memoir, *Committed*, was published by Simon & Schuster. The event and parking are free and open to the public.

This program is sponsored by the Bob Graham Center for Public Service, The Florida Free Speech Forum and the College of Journalism and Communications.