



## About the McDonaldsCruelty.com Celebrity TV Ad

Days before McDonald's annual shareholder meeting on May 23, a cast of 25 celebrities are urging the company in a [new TV ad](#) to adopt a comprehensive chicken welfare policy. The cast includes **Moby, Emily Deschanel, James Cromwell, Kimberly Elise, Matt Lauria, Joanna Krupa, Daisy Fuentes, John Salley,** and **Alison Pill.** (full list right)

Late last year, [Alec Baldwin, Kristen Bell, Susan Sarandon, Joaquin Phoenix](#), and more than 15 other celebrities also called on McDonald's to change its animal welfare standards.

The new TV ad, produced by [Mercy For Animals](#), will air for two weeks in the Chicago media market (McDonald's is headquartered in Chicago).

Mercy For Animals has also produced a Spanish-language version of the TV ad. Download both versions [here](#).

### Celebrity Cast

- Emily Deschanel (*Bones*)
- James Cromwell (*Jurassic World, L.A. Confidential, Babe*)
- Daisy Fuentes (Model, TV Host)
- John Salley (NBA Basketball Champion)
- Moby (Musician, DJ)
- Alison Pill (*Star Trek, The Newsroom, Vice*)
- Daniella Monet (*Victorious, Baby Daddy, Ariana Grande: Thank U, Next*)
- Matt Lauria (*Friday Night Lights, Kingdom, Parenthood*)
- Kimberly Elise (*John Q, The Manchurian Candidate, Star*)
- Joshua Leonard (*Unsane, Scorpion, The Blair Witch Project*)
- Emma Kenney (*Shameless, The Connors*)
- Alexandra Paul (*Baywatch, Christine, Dragnet*)
- Devon Werkheiser (*Ned's Declassified School Guide, Crown Vic, Greek*)
- Stephanie Corneliussen (*Mr. Robot, Legion*)
- Rick Cosnett (*The Flash, The Vampire Diaries, Quantico*)
- James Kyson (*Heroes, Walk to Vegas*)
- Allison Scagliotti (*Stitchers, The Vampire Diaries, Warehouse 13*)
- Josh Zuckerman (*90210, Desperate Housewives*)
- Mark Hapka (*Days of Our Lives, Ghost Whisperer*)
- Joanna Krupa (*Dancing with the Stars, The Real Housewives of Miami*)
- Kelley Jakle (*Pitch Perfect, Pitch Perfect 2, Pitch Perfect 3*)
- Juan Pablo Di Pace (*Fuller House, Dancing with the Stars*)
- Richard Cabral (*Mayans M.C., American Crime*)
- Ignacio Serricchio (*Lost in Space, Bones, The Young and the Restless*)
- Andrew Keegan (*10 Things I Hate About You, 7th Heaven, Party of Five*)

## Quotes

"If McDonald's customers knew the truth behind McNuggets, they'd be horrified. We're a nation of animal lovers—we must do better. Join me in telling McDonald's to stop allowing this animal abuse."

—Moby

"Why doesn't McDonald's care about where its meat comes from? Its so-called Happy Meals are made from abused chickens who are kept in terrible conditions and forced to grow so large so quickly that they cannot support their own weight. Tell McDonald's to stop this cruelty."

—Joanna Krupa

"The world is waking up to how factory farms hurt animals and the responsibility food companies have to change the system. This is why I'm calling on McDonald's to reduce the suffering of animals and why I've also invested in plant-based companies creating the future of food."

—John Salley

"Businesses have the power to change the world for good, which is why I've invested in plant-based food companies, like Outstanding Foods and Sugar Taco. But we also need to hold powerful businesses like McDonald's accountable to treat animals better. I hope they listen."

—Daniella Monet

"Chickens raised for McDonald's are bred to grow so large so fast that many cannot even walk without pain, and they're packed tightly into dark, barren warehouses. More than 120 food companies have committed to ending these abuses, as they know consumers expect stronger animal welfare standards. But McDonald's has failed to act. We're proud to stand with more than 25 celebrities and nearly 300,000 consumers in urging McDonald's to catch up."

—Leah Garcés, president of Mercy For Animals

## What's wrong with chickens raised for McDonald's?

- Chickens are bred to grow so large so fast that their legs and organs often can't support them.
- Tens of thousands of chickens are crammed together into unsanitary, dark sheds for their entire lives.
- Without any requirement to provide perches, birds can't get up off the ground and may be forced to sit, eat, and sleep in their own waste.
- Trapped in barren sheds with little environmental enrichment, chickens are unable to engage in most natural behaviors.

Nearly [300,000 customers](#) have called on McDonald's to end these abuses.

[Learn more here.](#)

## What are McDonald's competitors doing on this issue?

More than 120 food companies have committed to comprehensive chicken welfare standards, including some of McDonald's largest competitors, such as Burger King, Subway, Starbucks, Chipotle, and Denny's.

[See a list of them here.](#)

## About the coalition

Animal protection groups, including Mercy For Animals, Animal Equality, The Humane League, Compassion in World Farming, Compassion Over Killing, and World Animal Protection, have united in a coalition to ask McDonald's to implement science-based higher welfare standards for its chicken supply chain by switching to healthier breeds of birds, providing more room for the chickens to move, monitoring air and litter quality in barns, and providing environmental enrichment. *Bloomberg*, *Politico*, *Chicago Tribune*, *New York Daily News*, *The Independent*, *Crain's Chicago Business*, and other outlets have covered McDonald's lack of a comprehensive chicken welfare policy. More information is available at the coalition's [website](#).