

Wednesday, November 6, 2013

Refreshments at 5:30pm • Presentation at 6:00pm

WHY WE
LOVE DOGS, EAT PIGS,
AND **WEAR COWS:**

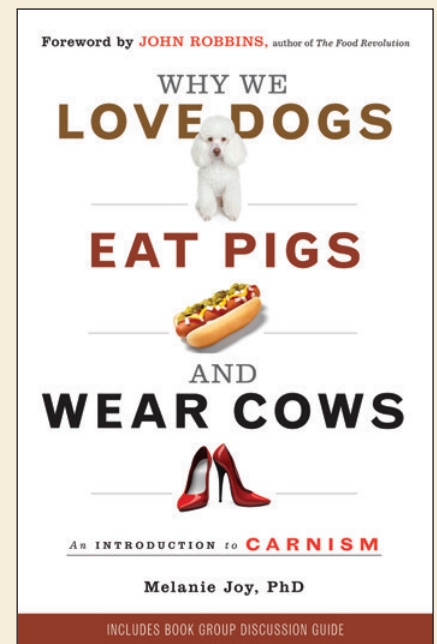
An INTRODUCTION to **CARNISM**

PRESENTED BY

author and social psychologist Dr. Melanie Joy

In her captivating slide show, Melanie Joy explains carnism, the invisible belief system that shapes our perception of the meat we eat, so that we love some animals and eat others without knowing why. Dr. Joy, a longtime activist for social and environmental justice and animal protection, describes how carnism is sustained by complex, hidden social and psychological mechanisms, and it is most harmful when unrecognized.

Using powerful imagery, thought-provoking analyses, and a compelling narrative, Dr. Joy elucidates how, although unjust belief systems (racism, sexism, ableism, etc.) all are unique, the mentality that enables such systems is strikingly similar. When unnoticed, these “isms” can cause us to act against our core values, our own interests, and the interests of others. By illuminating carnism, Dr. Joy helps us become more empowered citizens and more active social witnesses. Audiences appreciate her accessible, engaging and levelheaded approach, regardless of their dietary choices. *Parental/guardian discretion is advised for younger attendees.*



Melanie Joy, Ph.D., Ed.M. is a Harvard educated psychologist and professor of psychology and sociology at the University of Massachusetts, Boston. Dr. Joy has written articles on psychology, animal protection, and social justice, as well as the acclaimed *Why We Love Dogs, Eat Pigs, and Wear Cows: An Introduction to Carnism* and *Strategic Action for Animals*. Dr. Joy is also the founder and president of the Carnism Awareness and Action Network (CAAN).

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For info or to attend: rsvp@activistforanimals.org or 408.355.0436