

# **Winning Words in the Workplace!**

## **Funds urgently needed for important new campaign**



Early last year Greyhound Action launched our *Winning Words!* campaign, to educate ordinary people who are going for "a night at the dogs" and to persuade them not to do so or, at least, never to do so again.

The main idea of the campaign was for our leaflets to be distributed as often as possible to people going into major greyhound tracks on race-nights.

For most of the major tracks, profit margins are so narrow that a drop of just a few percent in attendances would see them go to the wall - and fewer tracks means fewer races, means fewer greyhounds bred, means fewer discarded and put to death.

Due to a massive reduction in hardcore dog-race enthusiasts in recent years, the racing industry is increasingly relying on the attendance of ordinary members of the public to keep the tracks open.

But most ordinary people in this country are fond of dogs and would not support greyhound racing, if they were aware of the slaughter and suffering that it involves.

*Winning Words!* has turned out to be a great success and, especially where leafleting/demos have taken place on a regular basis, huge problems have been caused to the racing industry.

Since the campaign began, the track at Coventry Stadium has been driven to the edge of extinction, Wimbledon has suffered big economic problems and Reading and Walthamstow (Britain's most prestigious track) have closed.

Latest figures from the greyhound racing industry show a 4.1% decline in attendances, despite £millions being spent on advertising, aimed at persuading people to have "a night at the dogs".

Greyhound Action supporters have noticed that a considerable number of people attending greyhound tracks do so as part of social nights out organized by their workplace or sports club.

For this reason, we are keen to launch an extension to the *Winning Words!* campaign, called *Winning Words in the Workplace (WWW)*.

The idea of *WWW* is for info packs, consisting of some of our leaflets, together with a covering letter (addressed "to the Social Events Organizer"), to be delivered to all businesses and sports and social clubs within the catchment area of greyhound tracks, asking them to please not organize any nights at the dogs.

This is something that many of our supporters, up and down the country, could do and it is bound to have a devastating effect on the greyhound racing industry.

**In fact, we think it'll be the most effective of all our campaigns so far.**

The only problem is, in order to launch *WWW*, we need money, which we haven't got.

Greyhound Action is a voluntary organization, operating on a shoestring budget, and our resources are already stretched to the limit with our current campaigns.

For the initial launch of *Winning Words in the Workplace*, we estimate we'll need about £3,000 to cover printing and postage costs for the first 20,000 info packs.

**Please, please, help with a donation, so we can get this important campaign off the ground in the New Year. Your contribution, however small, could play a vital part in the destruction of the greyhound racing industry and the saving of many thousands of dogs from suffering and slaughter.**

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### **I want to help launch *Winning Words in the Workplace***

I enclose a donation of  £5  £10  £20  £30  £50  £100  Other.....

I'd like to do fundraising/street collections for the campaign, please contact me with information

(Please make cheques/POs payable to *Greyhound Action* and send to the address below)

Name.....Address.....

.....Telephone.....E-mail.....

**Greyhound Action, PO Box 127, Kidderminster, DY10 3UZ**