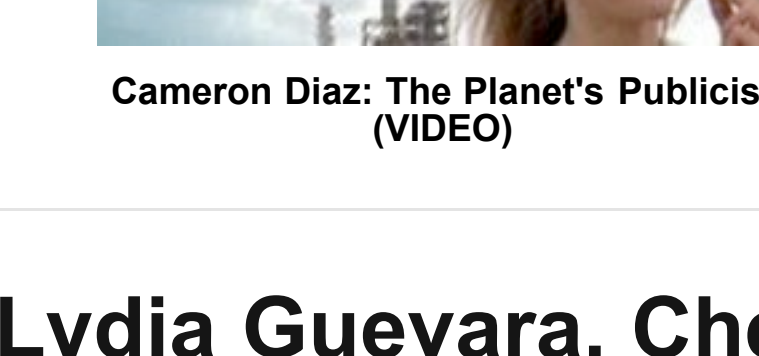
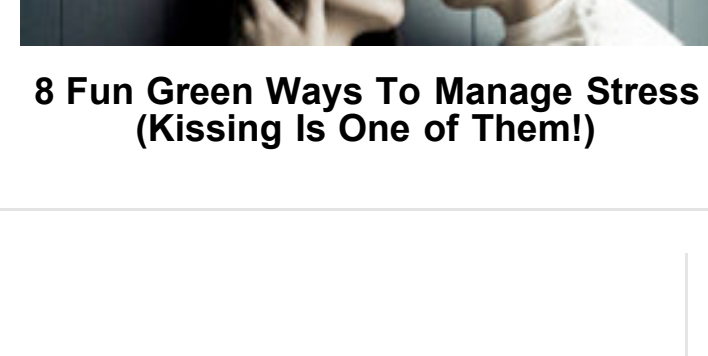




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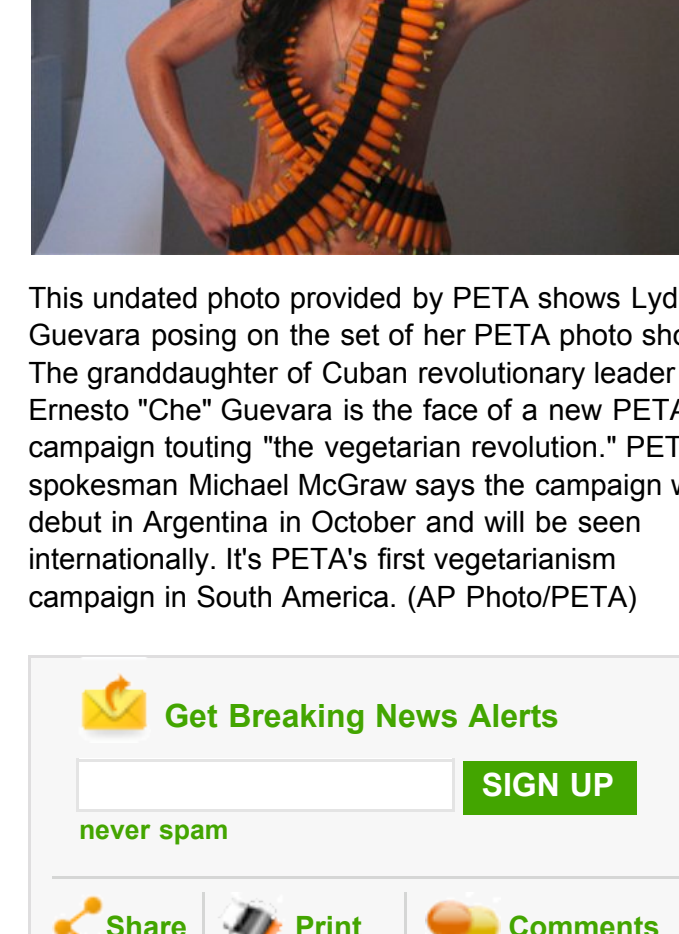
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This undated photo provided by PETA shows Lydia Guevara posing on the set of her PETA photo shoot. The granddaughter of Cuban revolutionary leader Ernesto "Che" Guevara is the face of a new PETA campaign touting "the vegetarian revolution."

NEW YORK — The granddaughter of Cuban revolutionary leader Ernesto "Che" Guevara is at the forefront of another revolution... for vegetarianism.

Lydia Guevara poses semi-nude in a PETA campaign that tells viewers to "Join the vegetarian revolution," said PETA spokesman Michael McGraw.

The print campaign is expected to debut in October in magazines and posters, McGraw said. It will be launched first in Argentina, where Che Guevara was born, and then internationally.

In the ad, Lydia Guevara wears camouflage pants, a red beret, and bandoliers of baby carrots while standing with one fist on her hip and the other outstretched.

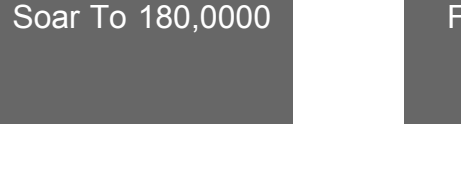
"It very much evokes the tag line of the ad, which is 'Join the vegetarian revolution,'" McGraw said. "It's an homage of sorts to her late grandfather."

Che Guevara was a Marxist leader who played a pivotal role in Fidel Castro's rise to power in Cuba. He was executed in Bolivia in 1967.

The ad is PETA's first campaign promoting vegetarianism in South America.

"We say the best way to save animals is not to eat them," McGraw said.

He said others who have promoted vegetarianism for PETA include Paul McCartney, Forest Whitaker and Alicia Silverstone.



coopweb: Lydia Guevara, "Che's" granddaughter, wears a beret and bandoliers of carrots to promote vegetarianism in Argentina. How awesome is that?! 3 hours ago from mobile web

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NEW GaryFrancione I'm a Fan of GaryFrancione permalnk Dear Friends: I regard this campaign, like PETA's other campaigns, to be pathetic. http://www.abolitionistapproach.com/poor-che-guevara/ Gary L. Francione Professor, Rutgers University

Reply Favorite Flag as abusive Posted 03:49 PM on 06/20/2009 NEW littlerabbit I'm a Fan of littlerabbit permalnk Go live in the arctic and try surviving on vegetables!

Reply Favorite Flag as abusive Posted 03:45 PM on 06/20/2009 NEW alwaysthere I'm a Fan of alwaysthere permalnk in an inept twist of the word revolution once i discovered that the purest form of revolution ws=as to return to God. it's hard to as an old man to remember my lust as a young man,but for that strong,half naked sexy beyoud description ready to fight any way the sediate never really have sex I salute the brave from this old lasily bo and dreamm dreams when i was undenighable alive

Reply Favorite Flag as abusive Posted 03:45 PM on 06/20/2009 NEW LooktotheLeft I'm a Fan of LooktotheLeft permalnk Is that a Che or a he? From this angle, it's somewhat hard to tell.

Reply Favorite Flag as abusive Posted 03:44 PM on 06/20/2009 NEW mattwolf I'm a Fan of mattwolf permalnk I've been a vegetarian and animal advocate long before PeTA's Ingrid Newkirk had her epiphany about becoming notoriously famous by hijacking a religion called compassion.

There is a creepy deja vous about this ad campaign... it has all the earmarks of blind fanaticism... and underlying fascism. So, Ingrid finds Che inspiring. Could it be possible that she imagines herself a counter-culture revolutionary in the same vein? One could also imagine that if Ingrid could, she'd have someone like Michael Vick tried by kangaroo court and summarily executed by her own gun... as Che did. Creepy.

Reply Favorite Flag as abusive Posted 03:19 PM on 06/20/2009 NEW shoabear I'm a Fan of shoabear permalnk wtf? I didn't know you could hijack compassion.

Reply Favorite Flag as abusive Posted 03:34 PM on 06/20/2009 NEW wldtnfaded I'm a Fan of wldtnfaded permalnk Little story. When I met my now husband, he was a vegan. Then I turned him to the Dark Side because I was on Atkins. When he started eating meat again, he lost 55 lbs. He didn't even go on Atkins, he just ate meat with me at mealtime.

Everybody is different. I know people who have been vegetarians for years, and it suits them beautifully. Me, not so much. I respond to a high-protein diet. And soy is one of the WORST things a person can eat. It is full of estrogen, which can be detrimental to both sexes if too much is eaten.

Reply Favorite Flag as abusive Posted 03:10 PM on 06/20/2009 NEW shoabear I'm a Fan of shoabear permalnk good point. And you are right about soy. Its better to eat smaller amounts and preferably fermented soy like miso and tempeh.

Reply Favorite Flag as abusive Posted 03:35 PM on 06/20/2009 NEW LooseEnds I'm a Fan of LooseEnds permalnk High protein diets are not so good for animals. That's kind of the point.

Reply Favorite Flag as abusive Posted 03:40 PM on 06/20/2009 NEW Roguer I'm a Fan of Roguer permalnk I think she loses something without Che's beard.

Reply Favorite Flag as abusive Posted 03:06 PM on 06/20/2009 NEW wayoutleft I'm a Fan of wayoutleft permalnk "little indian girl from nueva granada ... "little indian girl, where is your father? "he's fighting the war on the streets of masaya "...for mr castro, down in the streets of angola... "you know my father- he ain't no che guevara" "yes, i saw them today "and it's a sight i would say, "they're shooting down planes with M-16's "and with laughter... "...all the children were dead, "except for the little girl who said: "please mr gringo, please help find my father..." ----- Rolling Stones (Jagger/Richard)(c) Emotional Rescue http://i23.photobucket.com/albums/b375/cal_1011/cheguevara.jpg

Reply Favorite Flag as abusive Posted 02:57 PM on 06/20/2009 NEW PlayTOE I'm a Fan of PlayTOE permalnk I think this pix is holding out the carrots on a schtick. but it does work (got our attention didn't it?)

Reply Favorite Flag as abusive Posted 02:50 PM on 06/20/2009 NEW Roguer I'm a Fan of Roguer permalnk http://www.huffingtonpost.com/josh-ruxin/hungry-cows-hungrier-peop_b_217883.html Rwanda is suffering from a diet of no protein. Eat what you like but as the saying goes. "Fish is brain food". And grass fed beef has as much Omega 3's as salmon.

Remember all those cave paintings... our ancestors were not hunting radishes... they were hunting MEAT. Saying we are herbivores is like saying the Earth is 6000 years old... and arguing against the herbivore crowd is like arguing against the creationists... no amount of scientific proof or logic will prevail.

For all those herbivores out there, I sell 1000lb bales of grass hay... give me a call I would be happy to sell you one if you think you are better suited to eating it than cattle.

Reply Favorite Flag as abusive Posted 02:46 PM on 06/20/2009 NEW blimie I'm a Fan of blimie permalnk She looks very good. A good way to promote the cause. Vegetarians are a very diverse lot and it's nice to see so many young people who either don't eat meat or eat very little. However, it's not mandatory, so all the meat eaters can calm down.

Reply Favorite Flag as abusive Posted 02:42 PM on 06/20/2009 NEW kyria I'm a Fan of kyria permalnk No. If you believe that, try eating raw meat like every other carnivore and see how far you get. In fact, our bodies are designed to digest vegetation. If you don't believe me, check out a cat's teeth and see the difference for yourself.

Reply Favorite Flag as abusive Posted 02:31 PM on 06/20/2009 NEW Roguer I'm a Fan of Roguer permalnk ok. A. I do eat raw beef... quite like it... fresh grass fed ground beef on a open face sandwich, little salt and pepper and a slice of onion... yum B. Compare your teeth to that of a cow... see the difference for yourself. True herbivore can digest plant cellulose... humans can not...

Reply Favorite Flag as abusive Posted 02:37 PM on 06/20/2009 NEW ewj1 I'm a Fan of ewj1 permalnk and how long do cats live? Great trade off.

Reply Favorite Flag as abusive Posted 02:38 PM on 06/20/2009 NEW Sweet-Marie I'm a Fan of Sweet-Marie permalnk PeTA euthanizes a lot of animals and withheld money from a prominent parrot sanctuary because they refuse to kill any animal that comes through their doors. They have done some good work but that Ingrid Newkirk is a piece of work. Vegetarianism is a personal choice.

Reply Favorite Flag as abusive Posted 02:30 PM on 06/20/2009 NEW anyoneoutthere I'm a Fan of anyoneoutthere permalnk So here are some theories why some (definitely not all) meat eaters get so worked up about vegetarianism: 1) They stand to profit from the meat industry (remember the Texas food defamation law? - talk about a militant lobby - PETA has nothing on them). 2) They can feel a pang of guilt somewhere deep down. 3) They simply feel threatened that anyone would want to deprive them of a pleasure. Some history: Smokers reacted the same way. Smoking is on its way out all the same.

As far as the ad goes, it is mildly amusing. That's better than most. Lighten up.

Reply Favorite Flag as abusive Posted 02:29 PM on 06/20/2009 NEW wldtnfaded I'm a Fan of wldtnfaded permalnk The reason humans evolved is because our ancestors started eating meat. Our brains got bigger, the long-strand protein fed our muscles much better, and we started walking upright because of the calcium we got from the bones and milk. This all happened about 2.4 million years ago, more than enough time for the human body to fully evolve into an omnivore.

Reply Favorite Flag as abusive Posted 03:05 PM on 06/20/2009 NEW Roguer I'm a Fan of Roguer permalnk I would like to know when did celebrities, actors, models, etc. become experts on anything beside acting and posing for photo shoots.

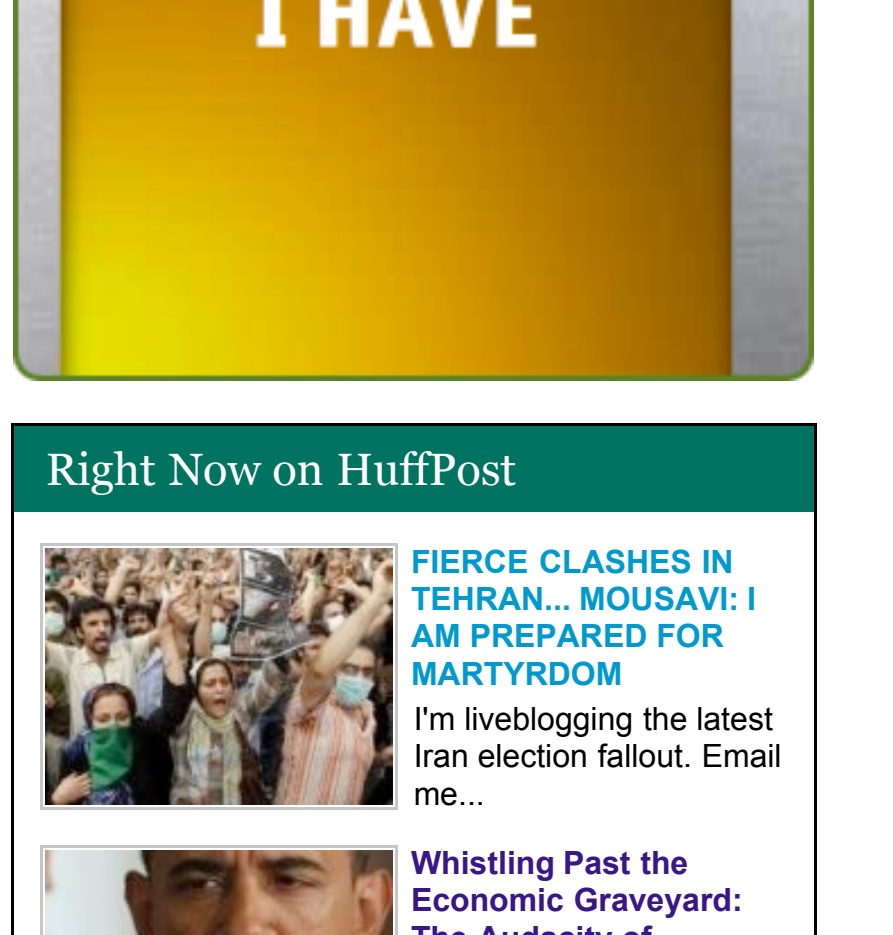
Give me a break. We treat these people (and they are just people) as if their words on any subject are fact. We revere them, idolize them, hover on their every word and action. We allow them to push political agendas down our throats as if they had some direction connection to some higher power. I see thousands of posts on what someone is wearing, what they name their kid, etc.

People, use your own brain. Americans, especially, believe anything and everything as long as their favorite celebrity tells them to. Break your slavery to the media and start thinking for yourselves. Realize that all ads, including this one, are trying to sell you something and merely want your money. PEta is just another corporation that needs your dollars to survive. The sooner people realize this the better the nation will be.

Think and question. Reply Favorite Flag as abusive Posted 02:26 PM on 06/20/2009 Page: 1 2 3 4 5 6 7 8 Next Last (10 pages total)

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