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PHOTOS

<http://www.box.net/s/4zgjuxbi3gm8uvlzisd>

PRESS RELEASE

18,000 DEMAND MATSON NAVIGATION STOP SHIPPING PIGS TO HAWAII

Explosive campaign on Change.org calls on shipping company to halt transport of live pigs, citing filthy conditions, rough handling and extreme temperatures.

OAKLAND, CA – More than 18,000 people have joined a [popular campaign on Change.org](#) calling on Oakland, California-based Matson Navigation to stop shipping live pigs from the mainland United States to Hawaii for slaughter.

Laurelee Blanchard, founder and president of Leilani Farm Sanctuary on Maui, is leading the [campaign on Change.org](#) following the release of an investigative report that uncovered the suffering of hundreds of pigs transported every week from the mainland to Hawaii. The report from the World Society for the Protection of Animals details that pigs endure stress and exhaustion, rough handling, hunger, thirst, extreme temperatures, and filthy conditions on their transcontinental and overseas journey.

"As someone who provides refuge for rescued pigs at [Leilani Farm Sanctuary](#), I know the intelligence and sensitivity of these animals," said Blanchard, who launched the Change.org campaign. "Matson is attempting to shift the blame to the consumer, but is indeed directly responsible for causing unconscionable suffering to pigs by continuing to facilitate this cruel trade. These shipments need to stop immediately."

As well as recruiting thousands of supporters to her [campaign on Change.org](#), Blanchard is getting support from retailers and pig farms. Several companies have already pledged to stop supporting the transport of live pigs to the islands, including shipping competitor Horizon Lines and Hawaii supermarkets Foodland Super Market and Times Supermarkets.

"What these concerned citizens have accomplished in just a few weeks is remarkable," said Change.org Director of Organizing Stephanie Feldstein. "From a farm sanctuary in Hawaii, Laurelee Blanchard has recruited more than [15,000 supporters](#) from across the country, as well as the support of major retailers in Hawaii to stop the transport of live pigs from the mainland. Change.org is about empowering anyone, anywhere to demand action on the issues that matter to them, and it has been incredible to watch [Laurelee's campaign](#) take off."

Live signature totals from Laurelee Blanchard's campaign:

<http://www.change.org/petitions/stop-shipping-live-pigs-from-the-mainland-us-to-hawaii-for-slaughter>

World Society for the Protection of Animals' "No Paradise for Pigs" report:
http://www.wspa-usa.org/Images/No%20Paradise%20for%20Pigs%202011_tcm21-20733.pdf#false

Journalists interested in contacting Matson Navigation public relations staff should try:

Matthew Cox, President/CEO
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(510) 628-4000

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For more information on Laurelee Blanchard's group, please visit:

<http://www.leilanifarmsanctuary.org/>

Leilani Farm Sanctuary, a lush 8-acre farm located in Haiku, Maui, is home to chickens, cats, goats, rabbits, donkeys, peahens, pigs, deer, and ducks. The sanctuary is an all volunteer, non-profit organization created to provide shelter and care for rescued animals, and humane education to the community.

For more information on Change.org, please visit:

<http://www.change.org/about>

Change.org is the world's fastest-growing platform for social change — growing by more than 500,000 new members a month, and empowering millions of people to start, join, and win campaigns for social change in their community, city and country.

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