

**SAVE A LIFE THIS EASTER
AND KEEP ON DOING IT!**



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This is the number of **lambs** killed in Italy every year for **Easter** in the name of a **religious tradition** that should disseminate a positive message of love and peace rather than cruelty and suffering.



Baby lambs are **wrenched from their mothers at 22-day-old**, crammed into trucks and transported to slaughterhouses. Exhausted by the journey, they are immobilized, pushed onto conveyor belts and finally, **slaughtered**.



They die slowly, **bleeding to death**. While dying, all around only the noise of slaughtering machines, the smell of blood, the wails of their fellows. Waiting their turn, terrified lambs and young goats clearly perceive what is going to happen next.



Pre-slaughter stunning, which is required by law, is often not applied for the lack of time. Many of them therefore will be conscious during the throat cutting.

The slaughter of baby lambs and baby goats is perpetuated every year in the name of a celebration that marks the triumph of life over death. Whatever tradition does NOT justify violence and cruelty. Don't close your eyes in front of animal suffering, be firm and say NO! **Save a life this Easter and keep on doing it!**



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