



Born Free USA
United with
Animal Protection Institute
Former Donors

68,347	UNIVERSE	\$80/M
9,422	Last 25-48, \$5+	+\$10/M
7,716	Last 25-48, \$10+	+\$15/M
14,318	Last 25-60, \$5+	+\$10/M
12,008	Last 25-60, \$10+	+\$15/M

Born Free USA united with Animal Protection Institute is a national animal advocacy non-profit dedicating their lives to save animals from cruelty and exploitation. BFUSA/API focuses their efforts on protecting animals from suffering in fur farms and circus cages through legislation, public education, litigation and grassroots networking. They also work actively with media to spread the word about challenges facing animals. Their primary campaign areas currently include animals used in entertainment, captive exotic animals, trapping & fur, and the international wildlife trade.

The Born Free USA Primate Sanctuary, located in Dilley, Texas, offers more than 500 primates, many of whom were rescued from abusive situations in laboratories, roadside zoos, and private possession, life in as natural an environment as possible with minimal human interference.

These donors respond to organizations dedicated to animal rights/advocacy as well as the environment.

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

100% Direct Mail
100% Consumer
100% Domestic

LAST UPDATE:
November 2011

NEXT UPDATE:
February 2012

AVERAGE GIFT
\$22.00

ADDITIONAL CHARGES:

Recency	\$5/M
\$10+	\$10/M
\$5+	\$5/M
State, SCF, Zip	\$7/M
Gender	\$7/M
Delivery	\$50/F
Non-Reciprocal	\$20/M

MINIMUM ORDER
5,000

SEND ORDERS, CLEARANCES
& COUNT REQUESTS TO:
Orders@TrilogyTarget.com

FOR MORE INFORMATION PLEASE
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