

# DIRECT ACTION **DA** EVERYWHERE

Contact: Cassie King, (510) 507-8075, [cassie@directactioneverywhere.com](mailto:cassie@directactioneverywhere.com)

## Activists Evoke “Chicken Run” in Retelling of Real-Life Rescues

*The demonstration portrayed the routine cruelty at Sonoma County chicken farms and dramatized how “Zoe Rosenbird” liberated chickens – at the cost of her own freedom.*



[PHOTOS/VIDEOS](#)

Credit: Direct Action Everywhere

PETALUMA, CA, Jan. 27, 2024 -- On Saturday at Putnam Plaza Park in downtown Petaluma, dozens of animal rights advocates staged a dramatic reenactment of [Direct Action Everywhere \(DxE\)](#) investigator [Zoe Rosenberg's rescues](#) of dying chickens at Petaluma Poultry, a subsidiary of poultry giant Perdue Farms. Rosenberg, a 21-year-old UC Berkeley student, faces multiple felonies for rescuing chickens from the Petaluma Poultry slaughterhouse and documenting the [everyday suffering of animals at the company's facilities](#). Until her trial, she has been ordered to wear an ankle monitor 24/7.

Playing with characters and plot elements from [the new film \*Chicken Run 2: Dawn of the Nugget\*](#), the protest featured “Zoe Rosenbird” coming to the rescue of sick, injured chickens and transforming the operation that tortured them into an animal sanctuary. Journalist Marina Bolotnikova [likened the new \*Chicken Run\* film to a DxE-style rescue](#).

Participants wanted onlookers to decide for themselves whether animals kept on crowded, filthy farms can be happy as they are carried to their premature and grisly deaths as well as whether they should trust huge corporations whose advertisements depict animals enjoying good health and bucolic lives.

Said DxE organizer Paul Darwin Picklesimer, who planned the action, “I think the film itself is very relevant to Sonoma County as a place that advertises happy farms with high standards of animal welfare, but in reality, the animals are often sick, injured, and suffering with no one but activists willing to step in and help. The movie viewers are rooting for the chickens to be saved, so why are we prosecuting the people who save them in real life?”

"Whether I lose my freedom for days, weeks, months, or even years," said the real-life Rosenberg, "it is worth it to give even one or two animals a chance to experience freedom for the first time in their entire lives. To give them a chance to see the sky, to feel the sun on their backs, to swim in open water, and to feel soft grass beneath their feet."

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*Investigators with [Direct Action Everywhere \(DxE\)](#) enter farms, slaughterhouses, and other facilities to document abuses and rescue sick and injured animals. DxE's investigatory work has been featured in [The New York Times](#), [WIRED](#), and [Vox](#). DxE activists have been [subjected to FBI raids](#) and [felony prosecutions](#) for their investigative work. In 2022, DxE activists won the first-ever [acquittal](#) in an open rescue case. Visit DxE on [Facebook](#), [Instagram](#), [Twitter](#) and at [directactioneverywhere.com](#).*

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