Endorsements for the *We Animals* book

“If ever there was a document that might cause human beings to reconsider our entire relationship to the animal world this hauntingly beautiful book is it.”
- *Wade Davis*, Explorer in Residence, National Geographic Society

“Internationally renowned photographer Jo-Anne McArthur, whose stunning work is highlighted in the documentary *The Ghosts in Our Machine*, has done it once again. In *We Animals*, a riveting and timely book, Ms. McArthur invites us to reflect on the attitudes and norms of our so-called exceptional contemporary culture that range from the most reprehensible exploitation and abuse of other animals to loving them uncompromisingly with all our hearts. *We Animals* could well be one of the most important books in the past few years that compels us to ask who we are and who ‘they’ (other animals) are and to deeply reflect on how we must change our ways to make the world a safer, more peaceful and compassionate place for all beings.”
—*Marc Bekoff*, author, *The Emotional Lives of Animals*

“*We Animals* is an incredible photographic insight into the reality of not-so-kind humankind. I have always maintained that the camera is the most powerful weapon ever invented and, in the hands of Jo-Anne McArthur, it has been truly devastating in exposing the terrible cruelties carried out in the name of research, agriculture and amusement.”
– *Paul Watson*, founder, Sea Shepherd Conservation Society

“A brilliant mixture of astounding photography and classic reportage, *We Animals* works as an activist tool—to show us how we can move toward a more compassionate life—and as a professional photographer’s journey: inspiring students to be bold and to spend their lives doing work they’re passionate about. A remarkable achievement, this book is going to be around for a long, long time.”
—*Sue Coe*, author, *Cruel: Bearing Witness to Animal Exploitation*
“To look at Jo-Anne McArthur’s gorgeous, heart-breaking photographs is to be reminded of the
dignity and worthiness of all living creatures, and to be awakened to the vast, redemptive power of
empathy.” —Barbara Gowdy, author, The White Bone

“Powerfully disturbing. These images take us to dark and hidden places visited by only a few
determined and courageous individuals like Jo-Anne McArthur. They reveal the secret practices that
many people will not want to know about. For the animals’ sake, I beg that you will not only look
but feel. For if we truly understand their suffering then, surely, we shall no longer condone it. And
the heart-warming images at the end of the book show us the road to compassion.”
—Dr. Jane Goodall, primatologist and author, Reason for Hope

“Where there is darkness, loneliness and fear, this book calls us to bring the light of human
sympathy. We Animals is a work of great skill and great love—conveying, beyond the cruelty and
squalor it captures, the hopeful message of a better way.” —Matthew Scully, author, Dominion

“We Animals speaks loudly to the personal conviction that drives a photographer.”
—Larry Towell, Magnum photographer

“In her stunning photographs, Jo-Anne McArthur teaches us the only appropriate way to capture
animals—in pictures. A book that liberates all animals’ spirits and souls by respect and attention.”
—Carol J. Adams, author, The Sexual Politics of Meat

“In her introduction, Jo-Anne McArthur observes that she hopes we’ll ‘take the time not just to look
but to see’ the other-than-human animals that she’s photographed. She should have added that she
hopes we’ll ‘take the time not just to listen but to hear’ the words she’s written. Rarely has the
power of the visual and the auditory been joined in so impressive a fashion.”
—Tom Regan, President, The Culture & Animals Foundation, and author, Empty Cages

“This is a work of grace, direct from the soul. This groundbreaking book emanates integrity, hard
work and a cosmos of empathy. May there be a tectonic shift of consciousness in our lifetime. For
“Jo-Anne McArthur’s striking photography and incisive commentary will make you rethink how you relate to other animals. Her camera takes us into some of the darkest places of exploitation and mistreatment to let us see what is too often hidden from us. But she also celebrates tenderness, compassion and the joy of being alive—for human and nonhuman alike.”—Joaquin Phoenix, actor

“At once beautiful, devastating and mesmerizing, these photographs of animals from beetles to humans speak volumes about who we are and the place that we have claimed for ourselves in the community of life.”—Dale Jamieson, director of the animal studies initiative at New York University, and author, Reasons in a Dark Time: Why the Struggle to Stop Climate Change Failed and Why Our Choices Still Matter

“Jo-Anne McArthur is a brave, talented and devoted witness. With its arresting images and poignant prose, this immensely important book will open many eyes and drop more than a few jaws.”—Jonathan Balcombe, biologist and author, The Exultant Ark: A Pictorial Tour of Animal Pleasure

“No one can look at Jo-Anne McArthur’s remarkable pictures and not feel profoundly disturbed. The images touch our consciousness and remind us that alone and together we have the power to put things right. There is hope, as Jo-Anne shows in her reflection of animal joy and contentment, but time is running out and the ugly images of humankind’s heartlessness will triumph unless we act now.”—Jill Robinson, founder, Animals Asia

“In We Animals, Jo-Anne McArthur’s photos illuminate the best and worst of humanity. Through her lens we see other animals and ourselves in their reflection, and we’re called to recognize the consequences of our conduct and to choose between callousness or compassion.”

—Gene Baur, co-founder, Farm Sanctuary