



MEDIA KIT

ONE OF THE LARGEST AND
MOST VISIBLE ANTI-ANIMAL
EXPERIMENTATION CAMPAIGNS
IN MODERN HISTORY.

SEPTEMBER 12-26, 2026



**WE ARE READY FOR CHANGE,
AND WE ARE MARCHING FOR IT.**

WE ARE AT A TURNING POINT IN ANIMAL EXPERIMENTATION

FOR DECADES, MILLIONS OF ANIMALS HAVE SUFFERED BEHIND CLOSED LABORATORY DOORS WHILE THE PUBLIC REMAINED LARGELY UNAWARE.

BUT TODAY:

- whistleblowers are speaking out
- politicians are speaking up
- public awareness is growing
- modern alternatives now exist
- confidence in animal testing models is declining
- the public is demanding transparency and change



OUR GOALS

- End federal funding and taxpayer-funded animal experimentation
- Ban the use of dogs in experimentation
- Push for federal legislation prohibiting experimentation and breeding involving dogs.
- Increase transparency + accountability for humane care of animals in experimentation.
- Support stronger oversight, public disclosure laws, and whistleblower protections.
- Accelerate the transition to humane science
- Promote investment in modern, non-animal scientific methods.
- Build Sustained Public Pressure
- Create a national movement impossible for institutions to ignore.

ABOUT THE MARCH

MAAT is a bold national campaign designed to accelerate the abolition of animal experimentation through mass public awareness, political pressure, coalition-building, media visibility, and large-scale nonviolent action.

The campaign will unite activists, scientists, healthcare professionals, whistleblowers, rescue organizations, lawmakers, celebrities, students, and compassionate citizens to demand a future where science no longer depends on animal suffering.

SEPTEMBER 12-26, 2026



The March to Abolish Animal Testing is a 14-day, 200-mile trek from Albany to Marshall BioResources, where nearly 20,000 beagles and other animals are trapped and awaiting abuse in cages.

THE CAMPAIGN WILL CENTER AROUND:



**PUBLIC
EDUCATION**



**A MULTI-DAY
MARCH**



**LEGISLATIVE
PRESSURE**



STORYTELLING



**DAILY MEDIA
EVENTS**



**RALLY AT
MARSHALL
BIORESOURCES**

SCIENCE WITHOUT SUFFERING.

MARCHFORANIMALS.ORG

MARCH DETAILS

SEPTEMBER 12-26, 2026

START
ALBANY, NY



FINISH
MARSHALL
BIORESOURCES
NORTH ROSE, NY

Our goal?
Science without suffering.

200

MILES

of peaceful marching,
approx 15 miles per day

14

DAYS

of marching, media events,
and peaceful protests

2K

ESTIMATED PARTICIPANTS

some marching full time, others
joining on single days or at events

16K

BEAGLES

in the Marshall
Bioresources pipeline

40K

ANIMALS AT MARSHALL

including dogs, cats,
ferrets, pigs, and others

751K

ANIMALS

Used in testing in the US

SCIENCE WITHOUT SUFFERING.

MARCHFORANIMALS.ORG

MARSHALL BIORESOURCES FACT SHEET

Marshall BioResources in North Rose, NY, holds tens of thousands of animals (including beagles, ferrets, and cats) for laboratory research.

The facility has been cited by the USDA for multiple Animal Welfare Act (AWA) violations and issued warnings for alleged violations.



Now is the time.

After Envigo (VA) and Ridglan Farms (WI) shut down, Marshall is among the last large-scale breeders of research dogs in the U.S. Its oversight sets the national standard.

Better science.

Science has developed strategies for testing that do not use animals, such as organs on chips, in vitro models, computer models, organoids and more. These methods have proven to be more effective than animal methods.



MARSHALL FARM STATS

40K+
ANIMALS

16K+
DOGS

24K+
FERRETS

79 ACRES
OF KENNELS

20+
USDA VIOLATIONS

0
TRANSPARENCY

**SILENCE IN RESPONSE
TO CONGRESS AND
THE PUBLIC**

**FAILURE TO COMPLY
WITH DEMANDS FOR
OPEN INSPECTION**

FOR IMMEDIATE RELEASE

Date: Tuesday, July 21, 2026

Contact: marchforanimals2026@gmail.com

March to Abolish Animal Testing Launches 207-Mile Trek from NY Capitol to Marshall Bioresources to Demand End of Cruel Testing on Over 16,000 Lab Beagles



(North Rose, N.Y.) Hundreds are signing on to join or endorse the March to Abolish Animal Testing-- a 207-mile trek from Albany, N.Y. to Marshall Bioresources to demand the end of testing on an estimated 16,000 lab beagles currently being held there.

Activists nationwide are mobilizing for a historic march to end animal testing at Marshall BioResources, one of the world's largest suppliers of research animals. The facility breeds and supplies many species, including cats, rabbits, ferrets, pigs, guinea pigs, and others, but the march will focus on the thousands of beagles used in laboratory research because of their gentle, docile nature. This march serves as a public push to end all testing on dogs. Organizers hope their stories will spur public compassion and a broader shift to modern, human-relevant scientific methods.

Set to kick off at the New York State Capitol on September 12, 2026, the 207-mile march will wrap up on September 26 with a moving rally at the gates of Marshall Bioresources, located in North Rose, New York. Marshall has come to be known as the epicenter of animal testing serving as one of the largest breeders of animals--in addition to the dogs, more than 40,000 cats, ferrets, pigs, mice, and guinea pigs--supplied to laboratories worldwide.

Coming on the heels of the recent Ridgman Rescue of more than 2,000 beagles in Wisconsin in Spring 2026, the March to Abolish Animal Testing was born out of the swell of public support for ending animal research and the growing demand for cruelty-free products that are produced from better science and superior research methods that are not outdated animal models.

March Co-Director Ella Magers says, "We refuse to accept animal suffering as the price of scientific progress—because we know there is a better way. This march is about ordinary people coming together to do something extraordinary, and proving that when enough of us refuse to look away, we can change systems that once seemed impossible to change."

March Co-Director Gretchen Primack says, "Regular people trying to tackle Goliaths like Marshall BioResources and the animal testing industry need an awfully strong action. I wanted this march to be exactly that: a bold call for science without cruelty, science that is effective, efficient, responsible, and kind."

View the March for Animals launch video here:

www.instagram.com/reel/DbECsK1gKXL/?igsh=MmNwdTZ6a2dpam8w

To schedule interviews with the co-directors, please send an email to: marchforanimals2026@gmail.com.

For more information visit: www.marchforanimals.org



MEDIA RESOURCES

JOIN US AT THE MARCH.
SUPPORT OUR EFFORTS.
AMPLIFY THE MESSAGE.

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