



ROWDY GIRL

Sanctuary

MEDIA KIT

2025

Photos by Jesan Barnes-Kaushik



WHO WE ARE

A SANCTUARY FOR AT-RISK FARM ANIMALS AND ADVOCATES FOR VEGANISM

Rowdy Girl Sanctuary (RGS), founded by Renee King-Sonnen, provides sanctuary to farm animals at risk of slaughter, and promotes an ethical vegan lifestyle. RGS seeks to educate the public on the Rowdy Girl story, plant-based food options, FFA/4H, factory farming practices, and the devastating impact of animal agriculture on the environment.

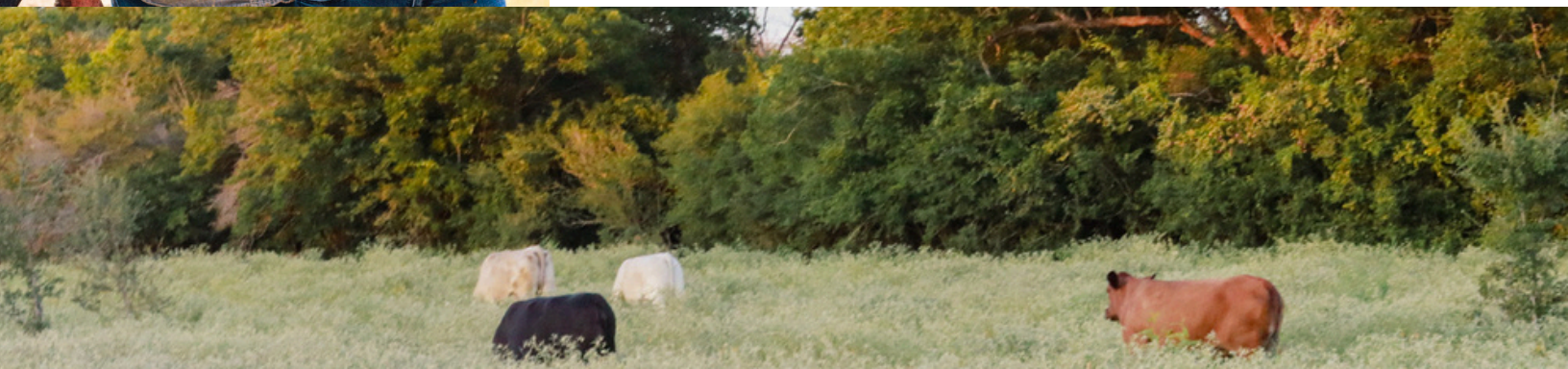
Renee's vision, alongside her husband, Tommy, and the RGS team, is to create a palpable atmosphere of communion and acceptance where farmed animals, visitors, and volunteers from all over the world will be drawn to experience their transition from a Texas beef cattle ranch to a vegan farm animal sanctuary. Once touched by the Rowdy Girl story, the organization strives to open hearts, minds and souls to a vegan lifestyle and its many benefits. RGS aims to disrupt the cultural programming that encourages people to consume animals, and initiate a transformation, where people realize the horrors of factory farming and its devastating impact on human health and our environment.



Even the most entrenched animal farming systems can change, when compassion leads the way.

"My husband wanted me to be a good rancher's wife. I bought a two-month old calf for \$300 and named her Rowdy Girl. To raise for slaughter. The story begins there. That little calf took me down the rabbit hole and I came out the other side a vegan with compassion for all sentient beings. Even those that used to be on my plate. The rest they say is her-story."

~ Renee King-Sonnen, Founder of Rowdy Girl Sanctuary



WHAT WE DO

Provide Sanctuary for Farmed Animals

We provide a permanent home for animals such as cows, goats, pigs and chickens, who would have otherwise been slaughtered. Our residents live out their lives free from harm, representing the sentience and individuality of animals worldwide.

Lead Education & Outreach

We engage audiences through educational programming, including the Rowdy Girl documentary, to highlight the importance of veganism and animal rights. We are exposing a food system based on normalized violence and the institutions that have conditioned us to accept it.

Inspire Change

As leaders in the vegan and animal rights movement, we're here to inspire farmers, consumers, and activists alike to create a world where compassion, sustainability, and justice prevail over exploitation.



WHY WE DO IT

Founded on February 20, 2015, Rowdy Girl Sanctuary began as a radical journey of transformation when a working cattle ranch in Texas turned into a refuge for farmed animals. Founder Renee King-Sonnen married into the business of cattle ranching. However, after witnessing time and time again the ranch's baby calves going to the sale barn, she became increasingly depressed about the inherent cruelty of the ranching business. She knew that she could no longer participate in the cruelty of farming animals for food.

By October 2014, she had fully decided that she did not want any part of ranching. She went vegan and began her pursuit of a dream to open a farmed animal sanctuary. She forged relationships with many key leaders in the vegan movement, who offered insight and counsel, and with tremendous determination, worked toward creating a sanctuary out of what was once a beef cattle ranch.

Renee's personal story of redemption has gained international attention and is lighting the path for those wanting to challenge the status quo of animal agriculture.