



Center for Great Apes  
Wauchula, FL  
*Patti Ragan, Founder*

February 11, 2016

Chimpanzee Sanctuary  
Northwest  
Cle Elum, WA  
*JB Mulcahy, Co-Director*

Bill Roberts  
President and Chief Operating Officer  
GEICO  
*Via email: broberts@geico.com*

Chimp Haven  
Keithville, LA  
*Cathy Spraez,*  
*President and CEO*

Dear Mr. Roberts,

We write to you in response to your new advertisement, "Tarzan Fights Over Directions: It's What You Do," that was filmed using a chimpanzee. When you use a chimpanzee in advertising, you are giving the world a very skewed and inaccurate message about these complex and intelligent animals.

Chimps, Inc.  
Bend, OR  
*Lesley Day, Founder*

The entire lifetime of a primate is negatively affected when they are used in entertainment. As infants, they are removed from their mothers at a very early age – years before they would naturally separate. They are trained using methods that intimidate and inhibit their innate behaviors. Even then, the strength and unpredictable nature of these wild animals means that they can only be used for a short time as actors before they become too independent, unmanageable, and dangerous. Apes are then deemed useless to the entertainment industry, and sold into situations that range from uncomfortable to downright harmful. The lucky ones are able to spend the remaining 50 years of their life in a primate sanctuary.

Cleveland Amory Black  
Beauty Ranch  
Murchison, TX  
*Noelle Almrud,*  
*Director of Animal Care*

Fauna Foundation  
Quebec, Canada  
*Gloria Grow, Founder*

We are disappointed to read the January 27th letter from Kwane Stewart, DVM of the American Humane Association, regarding conditions for "a monkey" on this set. A chimpanzee is very different from "a monkey" and we hope this oversight is not indicative of others affecting the chimpanzee's welfare.

Jungle Friends  
Gainesville, FL  
*Kari Bagnall, Founder*

The North American Primate Sanctuary Alliance (NAPSA) was founded in 2010 by the directors of seven of the leading chimpanzee sanctuaries on the continent. We care for over 640 nonhuman primates in our member sanctuaries, many of whom are former actors, and we see how their lives have been damaged by their involvement in television and film.


Primate Rescue Center  
Nicholasville, KY  
*April Truitt, Founder*

Attached is NAPSA's Position Statement on the use of primates in entertainment so you may learn why this practice should be avoided.

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*Erika Fleury*  
*Program Manager*

We hope you will reconsider the message you spread with your ad campaigns. Please cut the chimpanzee scene from the Tarzan commercial and pledge not to film with primates in the future. Let the focus remain on GEICO's wit and innovation. The usage of chimpanzee actors is archaic and, quite simply, not appealing at all.

Sincerely,  
  
Erika Fleury  
Program Manager



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*Erika Fleury  
Program Manager*

## **Advocacy Position Statement Performing Primates**

The North American Primate Sanctuary Alliance (NAPSA) is opposed to the use of trained primates for entertainment. As experts in the field of primate care, we respectfully ask the public not to support public events featuring trained monkeys and apes.

While such performances may seem amusing on the surface, the primates used in these spectacles are poorly treated. Although the records of many animal rental operators are generally less than stellar, and training and housing conditions can be incredibly stressful (and often abusive), the simple fact that primates are forced to dress up and perform on cue in a terribly unnatural situation is reason enough to avoid such events.

The entire lifetime of a primate is negatively affected when they are exploited for entertainment. As infants, they are removed from their mothers at a very early age – years before they would naturally separate. They are trained using methods that intimidate and inhibit their innate behaviors. Even then, the intelligence and unpredictable nature of these wild animals means that they often can only be used for a short time as actors before they become too independent, unmanageable, and dangerous. Primates are then deemed useless to the entertainment industry, and sold into situations that range from uncomfortable to downright harmful. The lucky ones are able to spend the remaining years of their life in a primate sanctuary.

NAPSA was founded in 2010 by the directors of seven of the leading chimpanzee sanctuaries on the continent. In our member sanctuaries, we care for over 600 primates, many of whom were formerly used in entertainment. We see how primates are forever damaged by the work forced upon them, and we look forward to the day when such archaic practices are no longer permitted.

For more information:

["Apes in Media and Commercial Performances," Association of Zoos & Aquariums](#)

["Bengals Shocking Half-Time 'Cowboy Monkey' Has a Cruel History," The Dodo](#)

["Chimpanzees in Entertainment," ChimpCARE](#)

["Great Apes in Entertainment," Jane Goodall Institute Australia](#)

["Impact of Visual Context on Public Perceptions of Non-Human Primate Performers," K. A. Leighty et al.](#)