



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

April 21, 2015

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

Lorraine Twohill  
Senior Vice President, Global Marketing  
Google  
(emailed)

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

Dear Ms. Twohill,

We write to you in response to Android's commercial "Friends Forever" that involved a variety of performing animals, including an orangutan. When you use primates 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*

Suryia the orangutan, who was featured in the commercial, lives at Myrtle Beach Safari in South Carolina, which has repeatedly failed to meet even minimal welfare standards. The facility claims to be a sanctuary but is actually exploitative and regularly rents out their animals for public events and filmings. Such practices are not only incredibly harmful to the animals involved, but are dangerous to the humans who participate.

Fauna Foundation  
Quebec, Canada  
*Gloria Grow, Founder*

Companies like Pfizer have responded favorably to outcry in response to ads showcasing performing animals from Myrtle Beach Safari, and have pledged to no longer engage in this practice. Innovative CGI replacements are proven to gain companies positive media attention in a more animal-friendly way. The top ten advertising agencies in the U.S. have all pledged not to use apes in their campaigns, with some forswearing the usage of nonhuman primates altogether. This is the prevailing culture of advertising, and in order to remain current, Google and Android should consider doing the same.

Jungle Friends  
Gainesville, FL  
*Kari Bagnall, Founder*

Primate Rescue Center  
Nicholasville, KY  
*April Truitt, 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 former ape actors in our sanctuaries, and we see how their lives have been damaged by their involvement in television and film.

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*Erika Fleury  
Program Manager*

We hope you will reconsider the message Google and Android spreads with its advertising campaigns. The usage of primate actors is archaic and in complete opposition to Google's otherwise forward-thinking tendencies.

Sincerely,

Erika Fleury  
Program Manager