



Center for Great Apes
Wauchula, FL
Patti Ragan, Founder

March 20, 2015

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

Deborah Wahl
Senior Vice President, Chief Marketing Officer
McDonald's Corporation
(emailed)

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

Dear Ms. Wahl,

We write to you in response to the new Spicy Chicken Edition commercial released by McDonald's France that involved 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*

Suzy the chimpanzee, who was featured in the commercial, lives at Steve Martin's Working Wildlife, which has repeatedly failed to meet even minimal welfare standards. When Dodge used Suzy in a commercial five years ago, the public outcry was such that they removed her from the campaign and used an innovative CGI replacement. 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, McDonald's should consider doing the same.

Fauna Foundation
Quebec, Canada
Gloria Grow, Founder

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.

*Erika Fleury
Program Manager*

We hope you will reconsider the message McDonald's Corporation spreads with its advertising campaigns. The usage of chimpanzee actors is archaic and tarnishes your image, leaving a bad taste in so many mouths.

Sincerely,

Erika Fleury
Program Manager