



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

April 28, 2015

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

Chandelier Creative  
Attn: Richard Christiansen, Founder / Creative Director  
611 Broadway, Penthouse  
New York, NY 10012

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

Dear Mr. Christiansen,

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

We write to you in response to advertisements for Target's Lilly Pulitzer collection, which was filmed with a capuchin monkey. The bright and cheerful prints of the clothing for sale were darkened by the inclusion of a performing monkey. When you use primates in entertainment, you are giving the world a very skewed and inaccurate message about these complex and intelligent animals.

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

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. Monkeys and 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 years of their life in a primate sanctuary.

Fauna Foundation  
Quebec, Canada  
*Gloria Grow, Founder*

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. In our sanctuaries, we care for primates that formerly acted and performed, and we see how their lives have been damaged by their involvement in television and film.

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

We hope you will reconsider the message you spread with your agency's advertising campaigns. Let the focus remain on what makes your client fresh and novel. The usage of primate actors is archaic and, quite simply, not cute at all.

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*Erika Fleury*  
*Program Manager*

Sincerely,

Erika Fleury  
Program Manager