



Center for Great Apes
Wauchula, FL
Patti Ragan, Founder

May 27, 2015

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

The Box
Robin Garton
(emailed)

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

Dear Mr. Garton,

Chimps, Inc.
Bend, OR
Lesley Day, Founder

We write to you in response to an advertisement The Box recently created for The Sun, which was filmed with rhesus macaques. The playful scene intended by the commercial was dampened by the inclusion of performing monkeys. 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 campaigns. Let the focus remain on what makes your client fresh and novel. The usage of primate actors is archaic and harmful.

Erika Fleury
Program Manager

Sincerely,

Erika Fleury
Program Manager