



November 20, 2017

SnapPower  
Amberly Asay  
Via email: [snappower@methodcommunications.com](mailto:snappower@methodcommunications.com)

Dear Ms. Asay,

I write to you regarding SnapPower's "[endorsement](#)" by Crystal the Monkey and the video "How Many Monkeys Does It Take to Install a Lightbulb." Although the antics Crystal the capuchin monkey is forced to perform may appear cute and harmless, relying on this archaic form of "entertainment" is harmful because it directly promotes the unethical treatment of primates.

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. Once they are deemed too independent, unmanageable, and dangerous to train, they become useless to the entertainment industry, and sold into situations that range from uncomfortable to downright harmful.

Monkeys belong in the wild, and if that's not possible, in the care of trained experts at a nonprofit primate sanctuary. The North American Primate Sanctuary Alliance (NAPSA) is a coalition of ten of the leading primate sanctuaries on the continent. In our sanctuaries, we care for over 700 primates, many of whom were formerly used in entertainment. NAPSA members are contacted constantly by people who – perhaps because they saw cute monkeys in the media – purchased a baby monkey and then lived to regret it. Sanctuaries are overwhelmed with requests to house "pet" primates, so we are dedicated to convincing the media that videos such as yours bring about much more harm than good. So that you may learn more about performing primates, our advocacy position statement on this topic is attached.

SnapPower is a technology company and as such should present itself as modern and cutting-edge. Relying on trite advertising methods that cause harm to animals is out-of-date. Large corporations like Pfizer have responded favorably to outcry in response to ads showcasing performing apes, 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, your business should consider doing the same.

Sincerely,

Erika Fleury  
Program Director



## **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 is a coalition of ten of the leading primate sanctuaries on the continent. In our member sanctuaries, we care for over 700 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.](#)