



November 1, 2018

Jeff Bezos
Chief Executive Officer, Amazon
Via email: jeff@amazon.com

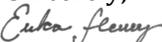
Dear Mr. Bezos,

We wrote to you in September regarding an Internet commercial for Amazon that featured a pet monkey in bed in with a human child, and we were thrilled to later hear that the ad has been pulled. Thank you for listening to the concerns of customers and responding appropriately. We write now regarding print advertisements for Audible in the UK. The campaign, "[Mindful Moments](#)," features a collection of primates posing while wearing headphones.

Research has shown that the use of humanized primates in advertising ends up promoting their use in the pet trade and sends inaccurate messages about conservation. Although we are pleased to see that the video part of the campaign relied solely on CGI animals produced by the Center for Humane Technology, we have concerns pertaining to the primates pictured in the print advertisements; photographer Tim Flach, who shot the still photos for the campaign, has a website full of images of wildlife posing in studio settings. The animals used in such photography are not borrowed from the wild. They are born into captivity and will die in captivity, because of the business of using them in advertisements like Audible's. The entire lifetime of a primate is negatively affected when they are used in entertainment and the pet trade. Monkeys and apes 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 nine of the leading primate sanctuaries on the continent. In our sanctuaries, we care for over 750 primates, many of whom were formerly used in entertainment. NAPSA members are contacted constantly by people who – perhaps because they saw cute primates in the media – purchased a baby monkey and then lived to regret it. So that you may learn more about performing primates and the use of primates in the pet trade, our advocacy position statements on these topics are attached.

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. Although this vary campaign uses incredible CGI technology for the video portion, it's such a shame that this was not carried through to the still photography. The top ten advertising agencies in the U.S. have all pledged not to use apes in their campaigns, with some foreswearing the usage of nonhuman primates altogether. This is the prevailing culture of large corporations and the media. Please consider making such a shift, and be mindful of the lives negatively affected by "Mindful Moments."

Sincerely,

Erika Fleury
Program Director



Position Statement Service Monkeys

The North American Primate Sanctuary Alliance (NAPSA) is opposed to the use of monkeys as service animals.

NAPSA is a coalition of nine of the leading primate sanctuaries on the continent. In our member sanctuaries, we care for over 730 monkeys and apes, many of whom bear the physical and psychological scars of private ownership.

While the relationship between a disabled human and a service monkey may appear mutually beneficial on the surface, the monkeys used in this industry have sacrificed their health and general well-being. Unlike dogs and cats, monkeys are not domesticated animals and cannot be made so in one generation or twenty. Painful training methods, including electric shock packs, are utilized in an attempt to control these naturally independent and inquisitive wild animals. Non-human primates are extremely social animals whose normal development requires the company of others of their own kind. Ideally, primates should live in the wild. Their natural habitats include species-typical social groups that allow them to learn from their families and have a rich emotional life.

These monkeys' lives of servitude begin in a zoo breeding colony where, as infants, helper monkeys are removed from their mothers years before they would naturally separate, causing psychological suffering that manifests throughout their entire lives. They are subjected to total teeth extraction for "ease of handling", which drastically limits the foods they can eat and often leads to malnutrition.

Primates living in human homes have complex and demanding needs. Monkeys are inquisitive animals who require daily mental stimulation and extensive physical activity, which is impossible for even an able-bodied person to provide. Primates kept in human homes are rarely monitored by animal welfare officials. Experienced veterinary care for primates is difficult to find. Once primates reach adolescence, which can be just a few years into a 40+ year lifespan, they become unmanageable. Primates can and will bite. They have strong jaws, and bites – even from toothless monkeys – result in painful injuries to humans.

Many public and private organizations have realized the fallacies inherent in the service monkey industry. In 2011, the U. S. Department of Justice ruled that monkeys are not service animals under the Americans with Disabilities Act. The U.S. Department of Veterans Affairs does not fund service monkeys for veterans. The American Veterinary Medical Association, the Humane Society of the United States and the American Society for the Prevention of Cruelty to Animals also oppose primates as service animals.

There is no justification for forcing monkeys to serve humans.

For more information:

["Monkey See, Monkey Forced to Do," Friends of Animals](#)

["Atypical Experiences of Captive Chimpanzees \(Pan Troglodytes\) Are Associated with Higher Hair Cortisol Concentrations as Adults," S.L. Jacobson et al.](#)

NAPSA is a fiscally sponsored project of Community Initiatives, an Oakland, CA-based 501(c)(3) nonprofit organization.
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