



November 26, 2018

Bryony Jewel, Mail Online
Daily Mail
Sent via social media

Dear Ms. Jewel,

A recent piece published in the [Daily Mail via Mail Online](#) celebrated Limbani the chimpanzee taking a bath at a zoo. You wrote that Zoological Wildlife Foundation (ZWF) “has been raising awareness for wildlife conservation since 1979 and is home to many unique and rare species born in captivity.” We write today to inform you that ZWF is not a rescue organization, but is a facility that promotes the breeding of exotic species and their exploitation through hands-on encounters and misleading videos. As experts in the field of primate care, we implore you to reconsider promoting such irresponsible treatment of animals.

Most facilities like ZWF claim to have “rescued” infant animals when really they were purchased from a breeder. ZWF claims that Limbani’s mother was unable to care for him, so he needed to be raised by humans for the first four months of his life. He is now over two years old. Why is he not living with other chimpanzees now? ZWF offers public photo sessions with Limbani for a fee. Why is this infant being used to earn money for ZWF and being denied the chance to live a more natural life? And more importantly – where do animals like Limbani go when they are older and no longer easy to manage for photo opportunities? I can assure you, this footage would not be heartwarming.

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 800 primates, many of whom were formerly privately owned as pets or entertainers. We see daily, lifelong effects of maternal deprivation from infant primates who were bred for private ownership or training as entertainers, including social disorders, self-injurious behavior and depression. So you may learn more, our advocacy position statements on the use of primates in entertainment and on how to identify reputable animal care facilities are attached.

Research has proven that the type of exploitive “education” that ZWF promotes is not only ineffective but actually has negative consequences for conservation and animal welfare. The Daily Mail and Mail Online have great power to reach many people with your content; We hope you will reconsider the message you spread with your articles. Please delete this article and consider an investigative report on the truth behind pseudo-sanctuaries like Zoological Wildlife Foundation. Irresponsible treatment of exotic animals should never be promoted.

Sincerely,

Erika Fleury
Program Director

NAPSA is a fiscally sponsored project of Community Initiatives, an Oakland-based 501(c)(3) nonprofit organization.
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Visit our website at www.PrimateSanctuaries.org



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 nine of the leading primate sanctuaries on the continent. In our member sanctuaries, we care for over 730 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:

["The Use of Primate "Actors" in Feature Films 1990–2013," Brooke Catherine Aldrich](#)

["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](#)

["Apes in Entertainment," Jane Goodall Institute Australia](#)

["Opposition to the Use of Nonhuman Primates in the Media," International Primatological Society](#)

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

["Impact of Visual Context on Public Perceptions of Non-Human Primate Performers," K. A. Leighty et al.](#)



Position Statement

True Sanctuaries vs. Pseudo-Sanctuaries

The mission of the North American Primate Sanctuary Alliance (NAPSA) is to advance and advocate for the welfare of captive primates. NAPSA member sanctuaries care for over 730 nonhuman primates retired from the entertainment, biomedical research, and exotic pet industries, and are experts in providing enriched lifetime care to captive animals. As there are no regulations in the United States that manage who may refer to themselves as a sanctuary, it is important for NAPSA members to distinguish themselves from other facilities who house captive animals but who do not operate with the same high standards, and may even exploit and harm the animals in their care.

It can be difficult to distinguish pseudo-sanctuaries from reputable sanctuaries. There are a number of key characteristics the public may look for when trying to make this determination.

True sanctuaries:

- Operate with the best interests of the animals in their care as their first priority.
- Are non-profit organizations.
- Do not breed, sell or trade the animals in their care.
- Do not allow public contact with captive wildlife.
- Do not remove animals from their enclosures or sanctuary property for exhibition, education, research, or commercial purposes.
- Have limited public visitation.
- Do not exploit the animals in their care. Examples include: photo opportunities with animals, hands-on interactions, or training animals to perform.
- Are fiscally responsible and able to provide lifetime care for all animals at the sanctuary.
- Advocate on behalf of the species in their care.
- Are licensed, accredited and/or overseen by outside organizations. This may include the Global Federation of Animal Sanctuaries, the United States Department of Agriculture, and/or NAPSA.

For more information:

["Roadside Zoos and Pseudo-Sanctuaries," Eyes on Apes](#)