



The Use of Posed Primates on Greeting Cards

Historically, goofy images of trained apes and monkeys have been popular subjects of greeting cards, often wearing clothing or partaking in human activities. Although this practice is waning, a variety of such cards remain available in stores. Have you been dismayed to receive such a card from a well-meaning friend? Share this information below to help spread the word about the facts behind the images on the card.

1. **Forced Behavior:** Primates baring their teeth to “smile” for a photographer are actually exhibiting a fear grimace, which can be a naturally-occurring or trained behavior – both of which are cause for concern.
2. **Harmful Training Processes:** The use of primates in entertainment involves removal of infants from their mothers years before they would naturally separate, training methods that range from uncomfortable to abusive, and an unnatural and difficult life of performing on command. Many primate trainers have been cited for not providing for the basic needs of primates in their care.
3. **Wrong Message:** Research has shown that the use of primates in entertainment sends incorrect messages to the public, who assume that they are not endangered or threatened in the wild (though most primate species are) and that they would make good pets (though no primates do.)
4. **Lifelong Impacts:** Most primates can only be trained to pose when they’re young. As they get older, stronger, and more willful, primates who outgrow entertainment may be sold to breeders, roadside zoos, or into the pet trade. The lucky ones may find their way to an accredited sanctuary, but even in the most enriched sanctuary setting, they often exhibit social and behavioral disorders as a result of their unnatural upbringing that impacts them the rest of their lives.
5. **#Progress4Primates:** Most stock-image agencies no longer offer commercial photos and videos of primates behaving unnaturally or posing in a studio. American Greetings pulled several of their greeting card designs featuring chimpanzees, and 41 advertising agencies have banned the use of great apes in their work altogether.
6. **Use Your Voice:** If you get a card with a primate in an unnatural pose, use that opportunity to educate your friend and ask them not to purchase such cards in the future. Many people truly don’t know the facts about the use of primates in entertainment and will be happy to learn the truth!
7. **Alternatives Exist:** Most primate sanctuaries sell cards with beautiful, candid photographs or illustrations of monkeys and apes. Support your local sanctuary!

For more information:

[“Advocacy: Greeting Cards.”](#) Chimpanzee Sanctuary Northwest

[“Apes and Monkeys in Entertainment: 2018 Update.”](#) Julia Gallucci

[“Choose Your Cards Carefully.”](#) Lewis Dean

[“Opposition to the Use of Nonhuman Primates in the Media.”](#) International Primatological Society

[“Shutterstock Banned All Images of Primates Dressed as Humans For a Great Reason.”](#) One Green Planet

[“Use of “Entertainment” Chimpanzees in Commercials Distorts Public Perception Regarding Their Conservation Status.”](#) Kara K. Schroepfer , Alexandra G. Rosati, Tanya Chartrand, Brian Hare