



September 30, 2021

Cinch World's Toughest Rodeo  
Via email: [info@worldstoughestrodeo.com](mailto:info@worldstoughestrodeo.com)

Dear Cinch World's Toughest Rodeo leadership,

The North American Primate Sanctuary Alliance (NAPSA) respectfully asks you that you reconsider your relationship with and promotion of "Whiplash the Cowboy Monkey" monkey rodeo, who is currently listed on the ["Entertainers" page of your website](#). Though it's difficult to tell if you have actually scheduled upcoming monkey rodeo events at your traveling shows, we are aware that they have taken place in the past. While it may seem amusing on the surface, the monkeys used in these spectacles suffer and are a threat to public safety.

- **Primate bites are not a question of "if", but of "when."** Primates can never be domesticated. Monkeys typically find public places frightening and aggressive outbursts are expected.
- **Training and housing conditions can be stressful and abusive** and the records of many monkey rental operators are generally less than stellar. The simple fact that monkeys are forced to dress up and perform on cue in a terribly unnatural situation is reason enough for many people to boycott such events.
- **An increasing number of attractions have forsworn this archaic form of entertainment** in response to protests, negative publicity and increased awareness about the harms of monkey rodeos, including most fairs and all sporting events.

**For good reason, almost all past hosts of monkey rodeos are choosing to no longer do so.** If your organization pledges to no longer hire monkey rodeos, we would be happy to publicly commend you (with your permission, of course. This can also be kept private.)

NAPSA is a coalition of ten of the leading primate sanctuaries on the continent. In our sanctuaries, we care for over 800 primates, many of whom were formerly used in entertainment. Expert opinions about monkey rodeos follow on the attached pages. NAPSA urges you to follow the compassionate lead of your peers and prohibit this monkey business for the public perception of your event.

Sincerely,

A handwritten signature in black ink that reads 'Erika Fleury'.

Erika Fleury  
Program Director



## **Position Statement Monkey Rodeos**

The North American Primate Sanctuary Alliance (NAPSA), a coalition of ten primate sanctuaries in the U.S. and Canada, which cares for over 800 nonhuman primates, is opposed to “monkey rodeo” shows.

While it may seem amusing on the surface, the monkeys used in these archaic spectacles are poorly treated. Although the records of many monkey rental operators are generally less than stellar, and training and housing conditions can be incredibly stressful (and often abusive), the simple fact that they are forced to dress up and perform on cue in a terribly unnatural situation is reason enough for many people to boycott such events. "Inappropriate portrayals of non-human primates in such a manner have extremely negative consequences for both the welfare of the individual animal and the welfare and conservation concerns of primates in general," explains Elizabeth Lonsdorf, PhD, Professor of Animal Behavior at Franklin and Marshall College, and former Vice President for Education and Outreach, the International Primatological Society.

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.

Monkey rodeos are dangerous and frightening to the monkeys, and potentially harmful to the audience as well. Monkeys can carry diseases transmissible to humans, and they can attack. They are wild animals and remain wild, regardless of how many years they have been forced to “train” with a human being.

Increasingly, corporations and other organizations, including sports teams, are wisely and compassionately forswearing the usage of primates to entertain. We encourage the public to avoid monkey rodeos, for the health and safety of the human and nonhuman primates in attendance.

For more information:

[“ ‘Cowboy Monkey’ Acts are Abusive to Primates,”](#) The Humane Society of the United States

[“Facts about ‘Monkey Rodeos,’”](#) People for the Ethical Treatment of Animals

[“Is It Time For The Cowboy Monkey Rodeo to Go Extinct?”](#) NPR

## “Cowboy Monkey” Acts are Abusive to Primates

“[T]his is a thoroughly disreputable practice, animal abuse for cash, cheap thrills for a few bucks and all at the monkeys’ expense.”

Gary Kuehn, DVM,  
zoo veterinarian for  
23 years (retired)

“These monkeys are being put in a stressful situation where they could be seriously injured or killed.”

Kristin Mealiffe,  
Primate Keeper,  
Oakland Zoo

“The high accelerations coupled with abrupt turns and stops ... may result in head, neck, or back injuries.”

Margaret Whittaker,  
consultant with 25  
years of experience  
working with captive  
wildlife

“It is my expert opinion that these cruel and inhumane spectacles should be stopped immediately.”

Gail Laule, President,  
Active Environments

“Cowboy monkey” acts feature one or more capuchin monkeys dressed in a cowboy outfit and tethered to a saddle on the back of border collies who run at high speeds around a field herding sheep. The dogs can reach speeds of up to 30 m.p.h. and abruptly stop, start, turn, lie down, and stand up, causing the monkey to be violently jerked forwards and backwards and slide wildly from side to side.

### Inhumane and Demeaning Spectacle

Although marketed as an “amusement” act, many people find this show offensive and upsetting as they recognize that it is undoubtedly frightening and harmful to the helpless monkeys who may suffer psychological distress and risk serious physical injuries.

Subjected to high, repetitive head accelerations—similar to what rodeo participants or passengers involved in motor vehicle accidents experience—the monkeys are especially vulnerable to neck injuries, such as whiplash. The dog may also inadvertently run the monkey into objects, such as walls, fences, and poles. In one online video, a dog stumbles and rolls near a fence with the monkey on his back, which could have resulted in the monkey being seriously injured or killed had he struck the fence.

### Public Safety Concerns

Capuchins are small, but dangerous monkeys who can be aggressive and have been involved in numerous escapes and attacks. During “cowboy monkey” events, the monkey is not under the control of a handler. The public would be at risk if a monkey got loose from the dog or if a dog became startled, frightened, or distracted and charged off the field. Primates can inflict severe injuries and transmit deadly diseases.

### Substandard Living Conditions

Capuchins are highly intelligent, curious, and energetic primates who, in the wild, spend most of their time in trees—foraging, climbing, jumping, socializing, and exploring their surroundings. In traveling animal displays, the monkeys are confined to small cages, often alone, and are unable to express natural behaviors. These grossly substandard living conditions cause primates to develop neurotic and self-destructive behaviors.

### Exhibitor Problems

Tim Lepard of Wild Thang Productions performs under the name “Team Ghost Riders.” In 2011, Lepard was issued two summonses by New Hampshire Fish and Game for failure to obtain a state exhibitor permit and for allowing the public to touch the monkey. Lepard has also been cited by the U.S. Department of Agriculture (USDA) for violating the minimum standards of the federal Animal Welfare Act, such as keeping animals in unsanitary conditions, failure to provide adequate crowd management and safety barriers, inadequate shelter, improper food storage, failure to dispose of expired deworming and heartworm preventative medications, and repeatedly being unavailable for animal welfare inspections. Several years ago, Lepard’s monkeys, dogs, and sheep died in his travel trailer from carbon monoxide poisoning.

In 2012, the USDA issued an official warning against Tommy Lucia, who performs under the name “Whiplash the Cowboy Monkey,” for exhibiting without a federal license. Lucia has also been cited by the USDA for failure to provide a program of veterinary care and environment enrichment plan to promote the psychological well-being of primates. Lucia’s monkey reportedly attacked a boy, scratching him on the cheek while filming a commercial.



# FACTS ABOUT “MONKEY RODEOS”

*This is a rare example of animal abuse that affects two species at the same time. Not only are monkey rodeos cruel and inhumane for both monkeys and the dogs forced to carry them, they set a terrible example for society in condoning the treatment of animals as mere playthings.*

—Dr. Craig Stanford, Professor of Biological Sciences and Anthropology, University of Southern California (USC); Co-Director, USC Jane Goodall Research Center

*Inappropriate portrayals of non-human primates in such a manner has extremely negative consequences for both the welfare of the individual animal and the welfare and conservation concerns of primates in general.*

—Dr. Elizabeth Lonsdorf, Professor of Animal Behavior, Franklin & Marshall College

*Performing primate acts are harmful to monkeys and children. These performing acts cause monkeys physical discomfort and psychological distress. They send the message to children that it is OK to bully, disrespect, and exploit other beings to entertain oneself.*

—Christine L. Buckmaster, Primatologist

*When I observed these ‘cowboy monkeys’ performing, I saw fear, anxiety, and—the saddest of all—a blank expression of resignation and hopelessness, what psychologists refer to as ‘learned helplessness.’*

—Kari Bagnall, Founder and Executive Director, Jungle Friends Primate Sanctuary

*The public learns from these spectacles that monkeys are disposable and can be used for sadistic entertainment purposes. Is this what communities wish to promote?*

—Dr. Dorothy Fragaszy, Former President, International Primatological Society, and Author of *The Complete Capuchin*

*Monkey rodeos are dangerous and frightening to the monkeys and potentially harmful to the audience as well. Capuchin monkeys are wild animals and remain wild, regardless of how many years they have been forced to ‘train’ with a human being.*

—Erika Fleury, Program Director, North American Primate Sanctuary Alliance

*These cruel rodeos are completely unnatural, frightening, and stressful for monkeys. These highly intelligent, yet extremely wild creatures, are powerless to escape the repeated trauma of exhibition and the long hours on the road to the next show.*

—Dr. Carla Haddix, D.V.M.