Dear Sir/Madam,

I am writing to urge you to adopt a policy against having live animals at Christmas festivities at the NAME OF VENUE.

A busy attraction such as the NAME OF VENUE, filled with members of the public, bright lights and excited children, is an unsuitable environment for reindeer or any other animals. These beautiful deer belong in the Arctic and subarctic regions of the world. When they're used as holiday "props", they're denied the opportunity to engage in natural behaviour and to roam freely over vast open ranges as they would in their natural circumpolar habitat.

Numerous health and welfare issues are raised by uprooting reindeer and transporting them in captive situations many degrees south of their normal range. People who "hire out" these deer in order to make a few fast pounds at Christmas often don't know the basic facts about the animals. According to [research at the Animal and Plant Health Agency](http://inpractice.bmj.com/content/32/10/462.abstract), a poor diet, exposure to the diseases of other animals and the stress of being removed from their natural environment have contributed to an **increase in deaths** among young reindeer used in the UK.

The practice of taking reindeer out on the road, putting them in pens and treating them as if they were just Christmas decorations is unacceptable, and we should not encourage this unethical and abusive trend. We don't want our kids to grow up thinking that live animals exist merely for our "entertainment". Ending the use of reindeer and other animals would do nothing to diminish children's sense of the magic of the holiday season. For the animals, though, it would make a world of difference.

The holiday season is supposed to be about joy and peace. There are many ways that visitors could celebrate this Christmas that would not compromise the well-being of animals.

Thank you for your attention to this urgent matter.

Yours sincerely,