

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

To: Kieran Quinn, Managing Director, Crumlin Road Gaol Ltd  
From: Dawn Carr, PETA

17 February 2016

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Dear Mr Quinn,

I'm writing from People for the Ethical Treatment of Animals (PETA) on behalf of all the fish in the sea to ask Exploris to declare its café a seafood-free zone when it reopens this summer. Exploris is changing, and this would certainly be a step in the right direction. The aquarium advertises itself as a place where people can cultivate an understanding of and admiration for sea animals, so it just makes sense for its café to be fish-free. Serving fish in an aquarium is like serving monkey nuggets at a zoo.

Exploris has been a great friend to seals, and we hope that kindness will extend to your café. Instead of dishing up sea animals, perhaps you'd consider offering your visitors vegan seafood options, such as [fish-free fish fingers](#), [fish-free tuna pâté](#) and vegetarian [prawns](#). These are delicious, environmentally friendly and free of the toxins and cholesterol found in fish flesh, and – most importantly – no one has to die for them.

Talk of sustainability and conservation fails to consider the implications for individual fish, but the fact remains that seafood is made from sea animals who treasured life and were needlessly subjected to pain and fear.

And human consumption of sea animals is the very cause of the catastrophic destruction of life in the Earth's oceans. Fish farms introduce non-native animals into sensitive ecosystems, and commercial fishing ships "clear-cut" the ocean floor and inadvertently maim and kill billions of non-target marine animals, including porpoises and sea lions.

Although fish may not always express suffering in ways that humans can easily recognise, experts around the world agree that fish are sensitive, interesting animals who feel pain and have complex social structures. In fact, a 2014 study from the University of Cambridge showed that fish have good memories, work collaboratively to achieve goals and have cognitive abilities that can actually surpass those of dogs and some primates. Leading marine biologist Dr Sylvia Earle said, "You know, fish are sensitive, they have personalities, they hurt when they're wounded".

She has also said, "I used to eat all kinds of seafood, but I know too much now. Both about how I value them alive and as individual components of what makes the world work. I'd much rather see grouper swimming in the ocean than swimming in butter with lemon slices".

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
FOUNDATION – a charitable  
company limited by guarantee,  
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- PETA US
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- PETA Australia
- PETA Germany
- PETA Netherlands

I do hope you'll agree with her and show that Exploris is a leader in the aquarium industry by adopting a seafood-free policy for your café. We'd be delighted to promote the addition of cruelty-free faux fish to your menu!

I'd love to have just a few minutes of your time to discuss this opportunity further. May I please hear from you?

Kind regards,

A handwritten signature in black ink that reads "Dawn Carr". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Dawn Carr  
Special Projects Manager

A small, blue, decorative graphic consisting of a series of dots and lines forming a wavy, dotted line that ends in a bracket-like shape followed by the text "<(((o>".