

## Letter to write to travel companies promoting elephant trekking

*Please add in the relevant details before you send your letter. Let us know if you receive a positive response by e-mailing [Action@peta.org.uk](mailto:Action@peta.org.uk)*

Dear **Sir/Madam**,

I am writing to you because I was deeply disappointed to see that **[Name of Company]** is promoting elephant treks **[on its website/in its brochure]**.

Elephants in countries such as Nepal and Thailand are usually subjected to violence and intimidation in order to break their spirits and train them to carry tourists on their back. Baby elephants are often snatched from their mothers in the wild and then made to work day in and day out in the hot sun. Behind the scenes, they're chained up and beaten if they don't obey.

Promoting these attractions is irresponsible as well as unethical. There have been numerous incidents in which tourists have died when miserable, abused elephants have snapped and turned on their captors.

Of course, the unsuspecting tourists who take part in these excursions often have no idea about the kind of cruelty they're really supporting – or the danger they're putting themselves in. But travel companies should not be colluding with or profiting from this vile industry.

Please, will **[Name of Company]** follow the compassionate example of STA Travel, Jacada Travel, Thompson, and other compassionate companies by ending all promotions of elephant treks? Until you do, I will no longer be able to give you my custom.

Sincerely,

**[Your name and address]**