



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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To: Alistair Darby, CEO, Mitchells & Butlers
From: Dawn Carr, PETA

Dear Mr Darby,

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to propose that Ye Olde Fighting Cocks pub in St Albans adopt a new name – Ye Olde Clever Cocks – to reflect society's rejection of needless violence and help celebrate a fascinating but often abused and misunderstood animal, the chicken.

The name Ye Olde Fighting Cocks calls to mind the violence and gore of cockfighting, a hideous blood sport so cruel that it has been outlawed in the UK. A change of name to Ye Olde Clever Cocks would help highlight the fact that chickens are intelligent, sensitive and super-social animals – much like your punters! We've attached a picture of what the new logo might look like.

Five Fun Chicken Facts (what a great coaster idea!):

1. Chickens have unique personalities, just like dogs and cats. They show sophisticated social behaviour, and they mourn when they lose a loved one.
2. Chickens communicate using more than 24 vocalisations, each with a distinct meaning and purpose, such as to warn their companions about different types of predators or to let their mothers know whether they're comfortable.
3. Chickens love to play and will run, jump and sunbathe when given the chance – yet most chickens raised for their flesh spend their entire lives in cramped sheds or cages with less floor space than the size of an A4 piece of paper.
4. Research suggests that chickens are cleverer than human toddlers. Hens have exhibited mathematical reasoning, self-control and even a capacity for structural engineering.
5. Cocks attempt to woo hens by performing a little dance called "tidbitting", which involves moving their heads up and down and making a certain type of call. Hens are also thought to be especially attracted to cocks with a large wattle. (Oh, my!)

You see, chickens just want to be loved. When people really understand who chickens are as individuals, they are less likely to feel comfortable about eating them. Every year, billions of chickens – all of them sensitive, clever birds – are denied everything that is natural and important to them, are locked upside down in metal shackles and have their throats slit, many while still conscious.

We hope a name change to Ye Olde Clever Cocks would encourage people to rethink the way that we treat chickens and grant these birds the respect and kindness that they deserve. We'd love to help celebrate a name change with a party featuring delicious animal-free mock chicken. We'd be happy to supply enough Fry's Meat Free Chicken Style Strips to serve a full pub crowd and give everyone the taste of chicken without any of the cruelty and killing. When it comes to chickens, be a lover, not a fighter – go faux, not foe!

PEOPLE FOR THE ETHICAL
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