



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

David Abraham
Chief Executive
Channel Four

13 May 2015

Via e-mail: dabraham@channel4.co.uk

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Dear Mr Abraham,

We are writing from People for the Ethical Treatment of Animals (PETA) UK, and on behalf of Animal Aid, OneKind, and Viva! and our millions of UK supporters following the acts of grotesque cruelty to animals on Bear Grylls' *The Island*.

We were outraged to see that during the programme, contestants were filmed slashing the throat of a terrified pig. Had this taken place in the UK, the contestants could face charges and, potentially, time in prison. The producers revealed that the pigs had been shipped to the uninhabited Pearl Islands for the show, expressly so that they could be killed and eaten by contestants. Torturing and killing animals is a cruel way to attempt to boost ratings and sends an especially harmful message to your young viewers, who are greatly influenced by what they see on TV. It is this kind of outright disregard for animals that keeps caseworkers inundated with cruelty-to-animals reports year-round.

We strongly urge you, as chief executive of Channel Four, to ensure that this kind of violence is never aired again by implementing a proper animal-welfare policy. We stand ready to meet with you about this important issue.

Kind regards,

Mimi Bekhechi
Director
PETA

PEOPLE FOR THE ETHICAL
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Kate Fowler
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Policy Director



Justin Kerswell
Campaigns Manager and Deputy Director
Viva!