



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

28 July 2015

To: The Honourable Carl Macey, Mayor of Skegness
From: Dawn Carr, PETA

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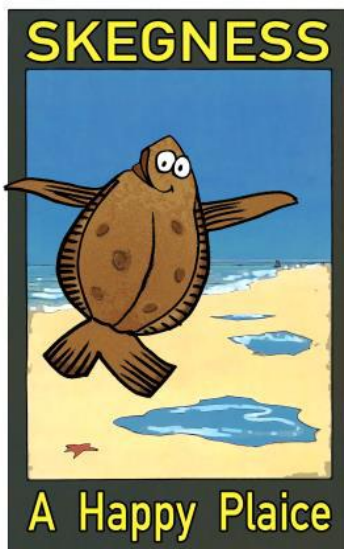
Info@peta.org.uk

Dear Mayor Macey,

I hope this letter finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with an exciting proposal that could generate lots of positive publicity for Skegness. We'd like to ask you to retire the Jolly Fisherman.

Let me explain. Skegness has long been associated with the Jolly Fisherman, but what sort of message does he send? While the fisherman is jolly, the fish he kills are not.

Your community has a unique opportunity to reach millions of people with a message of compassion by replacing your Jolly Fisherman mascot with one that does not evoke images of animals being impaled in the face or suffocated in giant ocean-destroying nets. We suggest "A Happy Plaice". You can see my reworking of the logo below, which you may use free of charge.



We believe that by recasting one of the most famous holiday adverts of all time and replacing a man who kills animals for a living with a happy and free-prancing fish (much like those swimming off your delightful coast), Skegness could make a name for itself as a progressive holiday destination. You have to admit that "A Happy Plaice" inspires more confidence than "It's SO bracing".

What's more, changing the town mascot to a Happy Plaice would encourage people to rethink the way that fish are treated and grant these animals the respect and kindness that they deserve. Fish are intelligent, sensitive animals.

Numerous studies have shown that fish feel pain just as dogs, cats and all animals do. They form sophisticated social structures, have impressive long-term memories, use tools and show affection. When fish are hooked, impaled or netted and pulled up from the ocean depths, they undergo the excruciating pain of decompression, an intense pressure that often ruptures their swim bladders and damages other internal organs. There's nothing jolly about that.

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
125 London Wall, London EC2Y 5AS.
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company number 3135903.

Affiliates:

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands

We understand that Skegness has long been associated with the Jolly Fisherman and that there may be some resistance to making a change, but the lasting educational impact would be quite positive and far-reaching.

And speaking of education, we'd love to help celebrate the Jolly Fisherman's retirement by donating £1,000 worth of VBites Fish-Free Fish Fingers, a delicious plant-based faux-fish product, to the town's school district if you do agree to adopt a Happy Plaice as your new mascot. When it comes to our plates, we say faux fish or no fish!

Mayor Macey, I can think of no better way for you to distinguish your first months in office than by ushering in a new era of kindness in Skegness for fish and other sea animals through rebranding your town as The Happy Plaice.

Thank you so much for your consideration. Please let me know your decision. We hope you'll agree that it's time to give fish their "plaice" in the sun.

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