

## Letter to write to travel companies promoting bullfighting or the Running of the Bulls

*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 dismayed to see that **[Name of Company]** is promoting **bullfighting and/or the Running of the Bulls** **[on your website/in your brochure]**.

Bullfights and bull runs are deeply cruel. There's nothing "cultural" about watching terrified animals be chased through narrow, slippery streets and then slowly stabbed to death in front of a jeering crowd.

The majority of Spanish people are not interested in attending bullfights. Tourism is one of the driving forces that keep this shameful tradition alive. Yet many of the foreigners who do end up buying tickets for the bullring, perhaps lured by a glossy advertisement, have no idea what they are really in for and are disgusted by the experience.

Promoting these events is irresponsible as well as unethical. Every year, people sustain life-changing injuries (and sometimes die) at the San Fermín festival in Pamplona and other bull runs. Does **[Name of Company]** really want to encourage its customers to take part in activities in which they could potentially lose their life?

Please, will you follow the example of Thomas Cook, Brittany Ferries, STA Travel, and many other compassionate companies that have policies against promoting bullfighting and bull runs? Until you do so, I will no longer be able to give you my custom

Sincerely,

**[Your name and address]**