

Letter to Write to Organisers of Christmas Events Featuring Reindeer

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.

Dear **Sir/Madam**,

I'm writing to urge you to cancel plans to feature live animals at **[Name of Venue/Event]** on **[scheduled date]**.

A busy, brightly lit attraction such as **[Name of Venue]** – filled with members of the public, including excited children – is an unsuitable environment for shy wild animals such as reindeer. These beautiful beings belong in the Arctic and subarctic regions of the world. When used as holiday "props", they're denied the opportunity to engage in natural behaviour and roam freely over vast open ranges, as they would in their native circumpolar habitat.

Numerous health and welfare issues are raised when they're uprooted and transported in captive situations many degrees south of their normal range. People who "hire out" reindeer in order to make a few fast pounds at Christmas often don't have a basic understanding of their needs. According to research published in the [journal of the British Veterinary Association](#), a poor diet, exposure to the diseases of other animals, and the stress of being removed from their natural environment have contributed to an increase in deaths among young reindeer used in the UK.

The practice of taking them on the road, confining them to pens, and treating them as if they were just Christmas decorations is unacceptable, and we shouldn't encourage this unethical and abusive trend. We don't want our kids to grow up thinking that animals exist merely for our entertainment. Ending their use would do nothing to diminish children's sense of magic during the festive period. For the animals, though, it would make a world of difference.

The holiday season is supposed to be about joy and peace. There are many ways that visitors could celebrate this Christmas that wouldn't compromise the health and happiness of living beings.

Sincerely,

[Your name and address]