



Michelle Wilmot
Director
Bundoran Adventure Park

Via e-mail: info@bundoranadventurepark.com

9 August 2018

Dear Ms Wilmot,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1 million members and supporters, including many in Ireland, as we've received complaints that one of the stalls at Bundoran Adventure Park is giving away live goldfish as prizes. Live animals are not trinkets, and we urge you to ensure that this appalling practice ends immediately by implementing a policy against live-animal giveaways at the park.

Animal behaviourists have shown that fish are sensitive, intelligent beings. They can recognise individuals, use tools, and maintain complex social relationships. Recent studies have dispelled the "[three-second memory](#)" myth and proved that goldfish can recall information for at least five months – and because they're social animals, they suffer from loneliness when kept in isolation.

The vast majority of the goldfish taken home from your park are likely to perish within days – the victims of unintentional neglect or deliberate cruelty – as the novelty quickly wears off once the reality of having to care for a living being sets in. Giving fish away as prizes to anyone who will take them – without any regard for that person's ability to care for an animal with specific needs – is irresponsible and cruel.

The [European Food Safety Authority](#) concluded that "fish have the structures necessary and the capacity to experience fear and pain and can thus suffer". So while fairgoers are having the time of their lives, these fish are living in a house of horrors.

Ending the practice of giving fish away as prizes will have no effect on attendance at Bundoran Adventure Park. It will, however, send the message that fish, like all animals, are worthy of consideration and that cruelty to any individual, no matter how small, must not be allowed.

Will you please let us know your decision so that we can update those who have contacted us with concerns? I can be reached on +44 (0) 20 7837 6327, extension 213, or at TeodoraZ@peta.org.uk. Thank you for your consideration of this very important matter. I look forward to hearing from you.

Yours sincerely,



Teodora Zglimbea

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