



The Old Bulldog
34 Anchor Terrace
Stoke-on-Trent
ST3 1JR

25 July 2023

Dear Sir or Madam:

Greetings. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with a suggestion that might *fetch* your attention: change the name of your pub ... again. Renaming The Old Bulldog "The Old Mutt" would avoid promoting deformed flat-faced dogs and would instead help promote loveable, one-of-a-kind mixed-breed dogs, who are typically healthier and usually live longer than their pedigree cousins.

Bulldogs and other flat-faced dog breeds are afflicted with brachycephalic syndrome, which causes laboured breathing, snorting, coughing, retching, tiring easily, and fainting. Breathing-impaired breeds (BIB), as these dogs are known, also experience exercise intolerance, lack of oxygen, inflamed airways, vomiting, and heatstroke.

Bulldogs have been bred so that their snouts are pushed against their skulls and there isn't enough space to accommodate healthy anatomical features, making them prone to breathing problems. This is the leading cause of death for bulldogs.

I hope you'll agree that breeding dogs with unnatural features that cause severe health problems is cruel. This is why restrictions have been imposed on breeding BIBs in Norway and the Netherlands and why many other countries are looking to follow suit.

By changing your name, this time to "The Old Mutt", you would be taking a stand against the pedigree dog-breeding industry, which dooms dogs to a lifetime of suffering, while championing the adoption of wonderful mixed breeds and other homeless animals. Doing so would win the praise of caring Stokies and help convince *everyone* not to buy – or breed – flat-faced dogs.

Of course, we would be glad to contribute to the costs of a new sign and could even help with creating an adorable mutt-focused design. Thanks so much for your time and consideration of this important matter. I look forward to hearing from you.

Sincerely,



Elisa Allen
Vice President of Programmes
PETA

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