

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Karoline Bauer
Creative Manager, Nickelodeon

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Via e-mail: karoline.bauer@nick.co.uk

Dear Ms Bauer:

I hope this e-mail finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals – PETA entities have more than 9 million members and supporters globally – to ask Nickelodeon to run this [powerful short film](#), designed to help children make the connection between the ham sandwiches in their lunchboxes and the miserable lives and terrifying deaths of the 10 million pigs killed for their flesh in the UK each year.

As a champion of compelling children's content, you know that the next generation is curious, clever, and compassionate. The Nickelodeon Our World website shows that the brand believes young people should “learn about the world”, “build empathy”, and “envision a brighter future”. We wholeheartedly agree – that's why we educate young people about how harmful animal agriculture is to [animals](#) and the [environment](#).

The popularity of shows like *Peppa Pig* highlights children's natural love of pigs and other animals. Sadly, thanks to false advertising and outright lies (such as the myth that there is a humane way to farm animals for food), children also grow up eating the dead bodies of individuals who are no different from the animals with whom many share their homes.

Pigs are intelligent and playful, but those raised for their flesh are imprisoned and subjected to routine mutilations like castration and tail docking, usually without painkillers. Mother pigs are confined to farrowing crates so small that they can't even turn around. At just 18 to 30 weeks old, pigs are sent to the abattoir where they're hoisted upside down and their throats are cut, often without effective stunning. If children knew this, they'd beg for delicious vegan upgrades – which would positively impact us all!

Nickelodeon is no stranger to releasing groundbreaking content, so we hope you are willing to blaze a new trail by running this video. Together, we can help more young Britons make better choices for animals, the planet, and their own health.

Thank you for your consideration.

Kind regards,

Elisa Allen
Vice President of Programmes
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