

PEOPLE FOR
THE ETHICAL

Chris Bell
Commercial Director
Luton Town FC

21 March 2024

Via e-mail: chris.bell@lutontown.co.uk

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Dear Mr Bell:

I hope this message 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 – after supporters of Luton Town FC expressed to us their outrage that the club is promoting TUI. We urge the club to drop the sponsor until the company ends its promotion of marine parks that imprison animals.

TUI sells holiday packages to the notorious marine *abusement* park SeaWorld, where at least 41 orcas and hundreds of other dolphins have died far short of their natural lifespan from severe trauma, intestinal gangrene, chronic cardiovascular failure, or other diseases. Orcas are complex, highly intelligent animals who have their own languages and cultures. In the ocean, they can swim up to 150 miles a day, but at marine parks, they're imprisoned in concrete tanks that are approximately 10,000 times smaller than their natural home range. Many individuals exhibit signs of zoochosis, such as engaging in repetitive pattern swimming or floating listlessly, and some are kept in isolation for months or even decades.

SeaWorld packs 140 bottlenose dolphins into just seven tanks filled with chemically treated water, some of which are just six feet deep – conditions which cause them prolonged and intense mental suffering – and continues to breed bottlenose dolphins into lives of misery, all just for human entertainment. Unlike the players at Luton Town FC, these animals do not choose to entertain the public.

TUI is fully aware of this suffering yet chooses to continue profiting from cruelty, even though the majority of the British public is against marine parks and many travel companies, including British Airways Holidays, Expedia, and Virgin Atlantic Holidays, have banned the sale of tickets to facilities that imprison cetaceans for entertainment.

I'm sure that Luton Town FC's supporters would be disappointed to know that one of the club's sponsors is profiting from animals' misery. You can make a difference for these animals by encouraging TUI to do the right thing. Please urge the company to drop marine parks that imprison animals from its itineraries and reconsider your partnership until it does.

PETA would be happy to pay for some anti-captivity ads to be placed at The Kenny – a message that is surely more in line with the values of the club and its supporters.

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
Cannon Place, 78 Cannon Street,
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Affiliates

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands

Please don't hesitate to get in touch should you need any further information.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Kate Werner', with a stylized flourish at the end.

Kate Werner
Senior Campaigns Manager
PETA