



Matt and Alex Crowther
Pug Pubs
1110 Elliott Court Coventry Business Park
Herald Avenue
Coventry
CV5 6UB

Via e-mail: INFO@THEFATPUG.COM

7 May 2024

Dear Matt and Alex:

Greetings from People for the Ethical Treatment of Animals (PETA). We have a suggestion that would revitalise the Pug Pubs brand: rename your pub group Mutt Pubs and re-brand the venues as The Fat Mutt, The Royal Mutt, The Black Mutt, and The Lazy Mutt. With this move, you would avoid promoting deformed, flat-faced dogs and instead help promote loveable and unique mixed breeds, who are typically healthier and usually live longer than their pedigree cousins.

Research from the Royal Veterinary College has revealed that the health of pugs is largely worse than that of other breeds. A study suggests that pugs can no longer even be considered “typical dogs” from a health perspective and warns that they’re almost *twice* as likely to experience one or more disorders annually compared with other dogs. Pugs were found to be 54 times more likely to suffer from brachycephalic obstructive airway syndrome, resulting in laboured breathing, snorting, coughing, retching, tiring easily, and fainting. Sadly, due to rising vet bills, animals prone to health concerns are at a higher risk of being abandoned.

Veterinarians widely acknowledge that breeding dogs to have unnatural features that cause severe health problems is cruel. Norway and the Netherlands have imposed restrictions on breeding certain flat-faced dogs, and the Australian Veterinary Association has called for a ban on breeding or showing any dog with “a muzzle length less than a third of [the] skull length”.

We know your clients are dog lovers. Rebranding your group to celebrate mutts, rather than the breeding of poorly pugs, would mean taking a stand against the pedigree dog-breeding industry while championing the adoption of homeless animals, including wonderful mixed breeds.

We would gladly contribute to the costs of new signage and could even help with creating an adorable mutt-focused design for your group.

Thanks for your time and consideration. I look forward to hearing from you.

Sincerely,

Elisa Allen

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