



Councillor Jana Davidson
Fishguard and Goodwick Town Council
Pembrokeshire
SA65 9HE

27 September 2024

Via e-mail: cllr.janadavidson@gmail.com

Dear Ms Davidson:

Good afternoon. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with a suggestion that would build on Fishguard's reputation as a centre for important textile art and allow the town to live up to the literal meaning of its English name – to help protect fish from harm – by displaying the world's first and only [Fish Empathy Quilt](#) at Fishguard Town Hall.

This collaborative work of art, which has made quite a splash in cities and towns across the US, is on its way to the UK – can its first stop be in Fishguard?

The quilt is a vibrant, creative depiction of compassion for fish and other marine life. It features more than 100 unique squares contributed by fish-loving individuals. The artwork continues to grow in size as more and more people take part in expressing their appreciation for fish and desire to protect them, reflecting the community's increasing empathy for fish. It consists of six sections of varying dimensions, which can be displayed separately or clipped together as one large quilt (with a total area of about 28 square metres).

As you may know, fish are sensitive animals with complex nervous systems: it's extremely painful for them to be pierced by a hook through the mouth, which contains many nerve endings. Just like dogs and cats – and humans, for that matter – fish have individual personalities. They communicate with each other, show affection by gently rubbing against one another, and are extremely resourceful and intelligent. The public is increasingly concerned about the unsustainable global fishing industry, and the market for vegan seafood is booming as a result – in fact, a local Pembrokeshire eatery recently drew national attention after it was awarded for its delicious vegan fish and chips! More and more people now realise that fish deserve to be treated with kindness, and PETA's Fish Empathy Quilt beautifully reflects this awareness.

We'd be delighted to send you some delicious vegan fish fillets along with the quilt. I look forward to hearing from you soon. Thank you for your consideration.

Sincerely,

Elisa Allen
Vice President of Programmes

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

PO Box 70315
London N1P 2RG
United Kingdom
+44 (0) 20 7837 6327
+44 (0) 20 7923 6242 (fax)

Info@peta.org.uk

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,
London EC4N 6AF.
Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates

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