



Anthony McPartlin and Declan Donnelly

November 2024

Dear Dear Mr McPartlin and Mr Donnelly,

Greetings from People for the Ethical Treatment of Animals (PETA). We hope this riddle finds you well: who's green, adorable, and named after one of your most popular songs?

Rhumble, the rescued bullfrog!



We've named this beautiful frog, who now resides at Hopefield Animal Sanctuary, after your iconic hit single, and – if we understand his croaks correctly – he's echoing our calls for you to end your association with cruelty to animals by leaving *I'm a Celebrity ... Get Me Out Of Here!*

Rhumble is an African bullfrog, one of the world's largest frog species. They can grow to a whopping 2 kilograms and live for up to 20 years in the wild. Sadly, many frogs like Rhumble, along with countless other fascinating animals, including crocodiles, spiders, and ostriches, have been tormented – and in some cases killed – on *I'm a Celebrity ...* over the past two decades.

By leaving the jungle for good, you'll be standing up for sentient individuals and challenging show producers to create fresh tasks instead of tired tropes. And you'd be in good company – nearly 80,000 supporters have signed [PETA's petition urging ITV to stop abusing animals on the show](#), and Ofcom reports tens of thousands of viewer complaints about the show's abuse of animals.

Male African bullfrogs are devoted dads who've been documented digging burrows to usher their tadpoles to water in dry ponds. As you're parents yourselves, I'm sure you'll agree that rooting for Rhumble and other animals is far more befitting of your brand than being linked to animal exploitation.

Thank you for your consideration.

Sincerely,



Elisa Allen
Vice President of Programmes
PETA

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