



19 May 2025

Gerald King
Chairman, Windsor Championship Dog Show

Via e-mail: chairman@windsordogshow.org.uk

Dear Mr King,

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) to urge you to remove brachycephalic breeds, including but not limited to pugs, Pekingese, English bulldogs, French bulldogs, and Cavalier King Charles spaniels, from the upcoming Windsor Championship Dog Show.

Because humans have bred these dogs to have extreme and unnaturally flat faces, many bulldogs, pugs, Pekingese, and other flat-faced breeds can barely breathe – let alone go for a walk or chase a ball – without gasping for air due to their shortened airways. Windsor Championship Dog Show can help by refusing to celebrate and promote dogs with these unnatural features, which result in enormous suffering for dogs as well as hefty veterinary bills and heartbreak for their guardians.

A recent study conducted by the Royal Veterinary College found that “the Pug has now diverged to such an extent from mainstream dog breeds that it can no longer be considered as a typical dog from a health perspective”. Dr Dan O’Neill, lead author of the study, concluded, “It is time now that we focus on the health of the dog rather than the whims of the owner.”

A court in Norway recently ruled that the breeding of English bulldogs and Cavalier King Charles spaniels by humans is cruel and results in health problems. Following the ruling, veterinarian Dr Scott Miller said, “All kennel clubs have to take responsibility that they set those breeding standards, and those standards have become so insane that these dogs are struggling. They’re in pain, they’re uncomfortable and in a lot of cases, they need surgical correction to be normal.” Other countries are looking to introduce similar bans on certain brachycephalic breeds, and the Netherlands is considering prohibiting ownership of these animals to address the cruelty of producing dogs with unnatural features that cause severe health problems.

Of course, adopting a homeless dog is far more considerate than buying a “pedigree” puppy. But removing breeds prone to deformity and suffering from Windsor Championship Dog Show 2025 would be a significant step forward, setting a positive example for others to follow.

We ask you to consider this important matter, for dogs’ sake.

Very truly yours,



Kate Werner
Senior Campaigns Manager

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