



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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The Worshipful the Mayor of Skegness
Councillor Jimmy Brookes
Skegness Town Council

24 July 2025

Dear Mr Mayor,

What if Skegness became famous not for a fisherman, but for a fish?

A lot has changed in the ten years since PETA first urged Skegness to retire the Jolly Fisherman. We now know so much more about the sentience of fish, the devastating impact of commercial fishing, and the urgent need to protect our oceans.

We also know that Skegness could use a bit of a boost. That's why we're proposing a bold, joyful new direction. Let's give Jolly a long-overdue retirement and welcome a new icon: the Happy Plaice.

PETA would gladly help fund a charming sculpture that would delight locals and visitors alike and remind them that every fish is someone. Adorable, right?

Fish are intelligent, curious, and social animals, yet more people know how they taste battered and fried than who they are beneath the waves. The Happy Plaice could change that—becoming a symbol of positivity, kindness, and seaside charm.

We can already picture the souvenir shops doing a brisk trade in Happy Plaice tea towels and beer cosies. The delighted children asking, "Mum, why is that fish so happy?" And Mum replying, "Because no one's trying to eat her, darling."

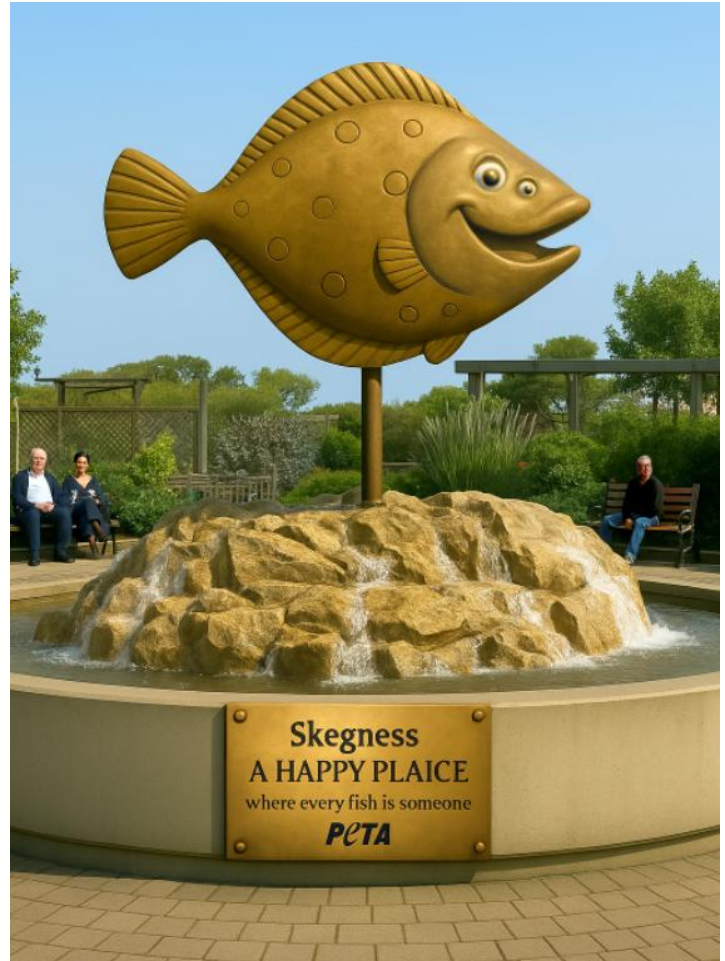
It's clear that the town faces challenges, and a new mascot could be a small but meaningful step toward a kinder, more hopeful future—for both residents and the fish who live off your sandy shores.

Let's make Skegness a Happy Plaice—together.

We look forward to your reply.

Yours sincerely,

Dawn Carr
Vice President of Vegan Corporate Projects



PEOPLE FOR THE ETHICAL
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