PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Richard Mancey
Director
Paultons Park

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Dear Mr Mancey,

Greetings from People for the Ethical Treatment of Animals (PETA). As public outcry intensifies over the use of gas chambers to kill pigs in the UK, PETA urges Peppa Pig World to honour Peppa and her family by ending the sale of pig meat throughout the park.

It's deeply disturbing that children are invited to celebrate Peppa and her family one moment and offered the flesh of real pigs at Daddy Pig's Café the next.

Like Peppa, pigs are playful, curious, and social. But on UK farms, most spend their entire short lives confined to filthy sheds without sunlight before they are sent to slaughter at just 6 months old. Most are forced into CO_2 gas chambers, where the gas forms an acid on their lungs, noses, and throats, burning their airways from the inside out. They panic, screaming and thrashing as they struggle for breath. This agony can last for more than a minute before they lose consciousness.

Visitors to Paultons Park won't see Peppa and her family convulsing in a gas chamber, but products of this real-life suffering are sold in the park's dining facilities. Children have a natural empathy for animals, and Peppa Pig World has a unique opportunity to nurture that instinct by ensuring the animals celebrated throughout the park are not also served on its plates.

Removing pig products need not mean removing popular menu choices. Delicious vegan sausages, ham-style slices, hot dogs, and other animal-free upgrades are widely available and popular with families across the UK.

We would be happy to work with your catering team to create cruelty-free menus befitting Peppatown.

Ending the sale of pig meat would be a meaningful step towards ensuring that the animals celebrated at Peppa Pig World are treated with the respect they deserve.

I look forward to hearing from you.

Kind regards,

Dawn Carr
Vice President of Vegan Corporate Projects

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