



the Jane Goodall Institute

April 20, 2005

[Sponsor Name]
[Sponsor Address]
[Sponsor Address]

Dear [Sponsor]:

It has come to our attention that (Sponsor Name) sponsors Parrot Jungle Island, a tourist attraction in Miami, FL. You may be aware that two baby orangutans from Parrot Jungle Island were recently featured in an episode of the television show *The Simple Life* with Paris Hilton and Nicole Richie. Public concern has heightened regarding the safety and ethics of using great apes in this manner and the Jane Goodall Institute opposes the use of great apes in film, television, and advertising.

Trained apes are separated from their mothers as infants. This is truly tragic, because in the wild, the child stays with his or her family for at least eight years. Furthermore--trainers require obedient subjects. In many cases the abuse is horrendous. When they are six to eight years old, they typically become more difficult to handle. To make them manageable, trainers may have the apes' teeth pulled or may fit them with shock collars under their clothes.

But usually the performers, when they are no longer amenable to discipline, are discarded. And it is becoming harder and harder to place them. Like human children, ape children learn by watching adults and imitating their behavior. They learn in a social context. And individuals who have no chance to grow up in a normal group not only fail to learn the nuances of ape etiquette, but in addition are likely to show abnormal behaviors. These apes are not accepted by zoos. They tend not to fit into established groups. And so, unless they can be placed in one of the few sanctuaries for abused, surplus apes, they will end up in substandard facilities.

The use of great apes for entertainment is so at odds with the individual's normal life and habits, and creates terribly wrong perceptions of these amazing creatures. Do you realize that the chimpanzee's smile so often seen on TV is actually a grin of fear? These trained performers suffer greatly for our amusement.

Because performing chimpanzees and orangutans are young (the adults are far too large, powerful, and potentially dangerous), people have the impression that these apes are small, cute and cuddly. They can have no concept of the majesty of the full-grown animal. And it is this unrealistic picture that perpetuates the continued buying and selling of young apes as "pets."

Many people don't realize orangutans are endangered in the wild, as are all the other great apes--gorillas, chimpanzees and bonobos. *In fact, the number of human beings born every day is greater than the number of other remaining great apes in the wild.* And while it is true that apes in North America were bred in captivity, this is not necessarily true in parts of the world where the Convention on International Trade in Endangered Species either has not been ratified or is not enforced. European circuses may well travel with chimpanzee or orangutan performers who were born in the wild. Thus the use of apes in advertising and entertainment does represent a drain on rapidly decreasing wild populations.

It is for all of these reasons that I respectfully request that you help us convince Parrot Jungle to stop using great apes in film, television, or advertising. Considering the new abilities of animatronics and other computer imagery, there is really no justification for forcing these amazing creatures to suffer for our amusement or gain. I hope you'll join the growing number of businesses that refuse to sanction or participate in this gross misuse of creatures who are vulnerable to our exploitation precisely because they are so like us.

Sincerely,

A handwritten signature in black ink that reads "Jane Goodall". The signature is fluid and cursive, with the first name "Jane" and last name "Goodall" clearly distinguishable.

Dr. Jane Goodall, DBE
Founder, Jane Goodall Institute
UN Messenger of Peace
www.janegoodall.org