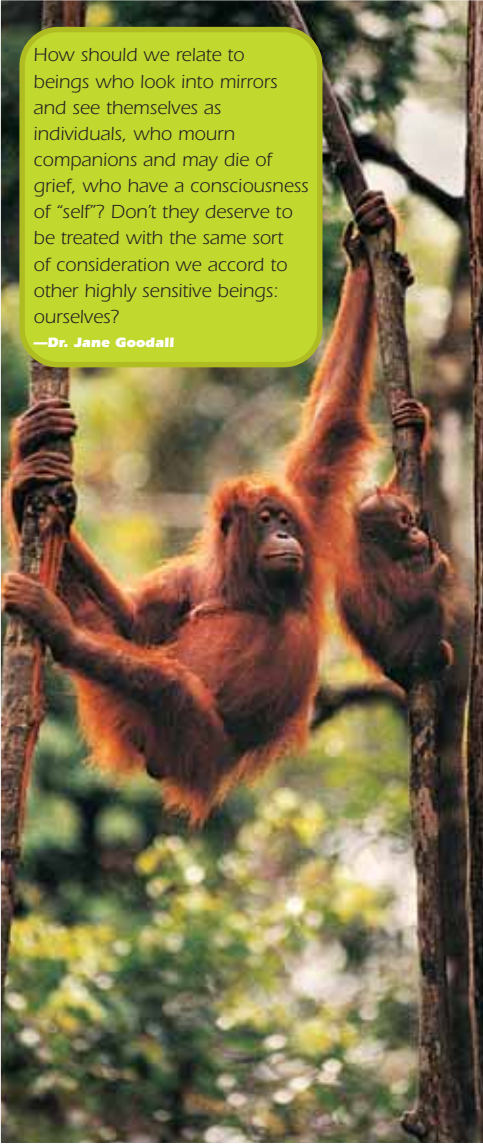


How should we relate to beings who look into mirrors and see themselves as individuals, who mourn companions and may die of grief, who have a consciousness of "self"? Don't they deserve to be treated with the same sort of consideration we accord to other highly sensitive beings: ourselves?

—Dr. Jane Goodall



Miseducating the Public

The public learns nothing about a chimpanzee or orangutan by watching him or her mimic human behavior like riding a skateboard or dancing in a tutu. In fact, it miseducates the public by leading people to believe that these intelligent, strong, and often dangerous animals are cuddly and childlike, which encourages them to acquire the animals as "pets."

It also gives viewers the false impression that these animals are not endangered in the wild and that they somehow enjoy performing for our amusement. Most people do not know that the chimpanzee "grin" so often seen in movies and on TV is actually a grimace of fear.

"[T]here is really no justification for forcing these amazing creatures to suffer for our amusement or gain."

—Dr. Jane Goodall

No Longer Cute or Useful

Chimpanzees can live to be 60 years old, but their acting careers are usually over by age 8, when they become too strong to be managed. As a result, they can spend decades "warehoused" in dark, barren cages at training compounds or sold to substandard roadside zoos.



Chubbs, a chimpanzee used in *Planet of the Apes*, a film given an "Acceptable" rating by the AHA, was found at a poorly run Texas roadside zoo called Amarillo Wildlife Refuge living in a dismal concrete cage surrounded by rotting, maggot-ridden food and garbage.

PETA

People for the Ethical Treatment of Animals
501 Front St.,
Norfolk, VA 23510
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NoMoreMonkeyBusiness.com



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Humane Alternatives

The use of computer-generated images, blue screen technology, costumed actors, stock footage, and animatronics are viable alternatives that can and should be used by the film, television, and advertising industries. In the movie *Mighty Joe Young*, about a giant gorilla threatened by poachers, all the gorilla scenes utilized animatronics. And no real chimpanzees were used in the children's movie *Ed*, about a chimpanzee who learns to play baseball, relying instead on the use of animatronics and an actor wearing a chimpanzee costume.



Please pledge never to use, support, or participate in any production that uses great apes as performers.

Get Great Apes Out of the Spotlight

"The time has come to **move beyond the misuse of creatures** who are vulnerable to our exploitation (intentional or not) precisely because they are so like us."

—Dr. Jane Goodall



PETA

Get Great Apes

Out of the Spotlight

Torn From Their Mothers' Arms

Chimpanzees are considered infants until the age of 5. In the wild, they live with and learn from their mothers and siblings for years and don't begin to show signs of independence until age 8. In captivity, newborn chimpanzees are taken from their mothers when they are just days old, causing extreme trauma to both the mother and the baby. This harrowing process leaves both the adults and the infants with lifetime, often irreversible, emotional scars.



The Heartbreak of Training

In order to force them to perform, trainers often beat young chimpanzees with their fists, hammers, clubs, or even broom handles. Shock devices are also sometimes used. This systematic pattern of abuse and dominance causes the animals to be constantly anxious and fearful, always anticipating the next blow.

Sarah Baeckler, a primatologist who conducted an undercover investigation at Amazing Animal Actors, where Sid Yost trained chimpanzees, expressed horror over the needless violence that she witnessed every day. "The trainers physically abuse the chimpanzees for various reasons, but often for no reason at all." Such cruel and inhumane treatment is carefully hidden from stage and studio crews.

Audiences and consumers would be appalled to learn of the hidden cruelties in using great apes in film and television productions and advertising campaigns. From birth to post-industry use, chimpanzees and orangutans suffer beatings, loneliness, and neglect for the entertainment industry.

"I saw sickening acts of emotional, psychological, and physical abuse every single day on the job."

—Sarah Baeckler, M.S., primatologist working at Amazing Animal Actors



Poor Oversight

The American Humane Association's (AHA) "No animals were harmed in the making of this film" seal of approval on movies is vastly misleading. The AHA does not monitor the training of animals or their living and transport conditions. Its guidelines for the well-being of animals on sets are so vague as to be nearly ineffective. Chimpanzees and orangutans used in films that have been awarded an "Acceptable" rating by AHA have suffered beatings and profound neglect.

Great Ape Suppliers

Most of the trainers who provide great apes for film, television, and advertising have repeatedly failed to comply with minimal federal standards for animal care. The U.S. Department of Agriculture (USDA) has cited several great ape exhibitors for violations that include failing to provide veterinary care and environmental enhancement to promote the psychological well-being of primates, filthy and unsanitary cages, unsafe handling, and failure to provide minimum space. Unfortunately, the USDA rarely pursues sanctions against chronic violators of the Animal Welfare Act.

"The inaccurate characterization of apes as a caricature of human beings serves to undermine the welfare and conservation goals that we ... work hard to achieve."

—American Zoo & Aquarium Association



Great Ape Humane Pledge

I understand that the removal of infant chimpanzees and orangutans from their mothers is extremely traumatic. I further understand that great apes cannot be trained for commercials, film, or television without the use of force, fear, and intimidation. I am also aware that the living conditions for chimpanzees and orangutans once they are no longer useful to the entertainment industry are almost always abysmal and unacceptable.

Given these indisputable facts, as a professional in the entertainment or advertising industry, I pledge not to use chimpanzees or orangutans in my work.

name _____

company _____

address _____

tel. _____

e-mail _____

Please return this form to:

Amy Rhodes
Senior Animals in Entertainment Specialist
PETA
501 Front St.
Norfolk, VA 23510

PETA

