

[Name, Title]
[Company name]
[Company address]
[City, state, zip code]

Dear [Name],

I recently visited [insert company name here] and was dismayed to see a Lobster Zone machine. This cruel “game” belongs in the book of bad ideas, not in your arcade, and I hope that you will consider getting rid of it.

Lobsters may not be cute and cuddly, but they can feel pain just as other animals do. It is cruel to confine animals to a tiny tank and slowly starve them. (Most lobsters trapped in Lobster Zone machines are never fed.) The lobsters can be injured as they are repeatedly bumped and poked by the mechanical claw that “players” use to try to grab them. And, of course, those who are caught are usually sent to the kitchen to be boiled alive—and will suffer every second of the three long minutes that it takes for them to die.

Crane games should be used to dispense toys and teddy bears—not living animals. I hope that you agree and will make the compassionate decision to pull the plug on the Lobster Zone machine. In the meantime, I’ll be urging my friends to stay away from your arcade.

Thank you in advance for your consideration. For more information about lobsters, you may want to check out this website: <http://www.peta.org/issues/animals-used-for-food/lobsters-crabs.aspx>.

Sincerely,

Insert name here