



February 19, 2019

José Díaz, CEO
Parques Reunidos

Dear Mr. Díaz,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 6.5 million members and supporters worldwide. During your prior 10-year term as CEO of Parques Reunidos, you expanded the company into a unique multinational business. We encourage you to leverage that experience and take the company in a modern, compassionate direction by transferring the orcas held at the company's properties to seaside sanctuaries, where they'd be free to dive deep, feel ocean currents, and finally live like orcas with the freedom that they've been denied for so long.

In 2013—coincidentally, the same year you ended your first term as CEO—the documentary [Blackfish](#) was released. The film created an awareness of the suffering of orcas at marine parks. Consumers are now demanding the release of Lolita, who as you know, is the only orca at the Miami Seaquarium and who has spent nearly half a century in captivity. She's been alone since 1980, when her tankmate died in an apparent suicide after ramming his head against his tank. And at Marineland, at least 12 orcas have died, many prematurely.

We read that one of the goals of your board of directors was to hire a CEO who could improve the process of operational optimization, which requires thinking strategically about the internal engine that powers your company. As the owner of a marine park, your goal is to provide people with the entertainment they *want* at a price they're happy to pay.

When people learn that orcas trapped in theme parks often have been separated from their families and are confined to small, barren tanks where they swim in endless circles, they realize that they don't want that kind of entertainment and that it's the animals who are paying the price. While free orcas are among the fastest animals in the sea, swimming as far as 140 miles a day and diving deeply, orcas in captivity break their teeth by gnawing in frustration on the concrete corners and metal bars of their tanks.

Even companies and governments are shunning captivity. JetBlue, Mattel, Mott's, Southwest Airlines, STA Travel, Taco Bell, and others have severed ties with SeaWorld. The National Aquarium in Baltimore is building a sanctuary where the dolphins currently in captivity can thrive in natural surroundings. Two whales at a marine park in China will soon move to an open-water sanctuary in Iceland, and the Parliament of Canada recently moved closer to a ban on keeping cetaceans in captivity.

Will you please use your new position to do the right thing both ethically and for your shareholders by moving these remarkable animals to seaside sanctuaries?

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Washington, D.C.
1536 16th St. N.W.
Washington, DC 20036
202-483-PETA

Los Angeles
2154 W. Sunset Blvd.
Los Angeles, CA 90026
323-644-PETA

Norfolk
501 Front St.
Norfolk, VA 23510
757-622-PETA

Berkeley
2855 Telegraph Ave.
Ste. 301
Berkeley, CA 94705
510-763-PETA

Info@peta.org
PETA.org

Affiliates:

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)

We look forward to discussing this important subject with you at your company's upcoming annual meeting.

Yours truly,

A handwritten signature in cursive script that reads "Tracy Reiman". The signature is written in black ink and is positioned above the printed name.

Tracy Reiman
Executive Vice President
People for the Ethical Treatment of Animals