



November 7, 2019

Brian D. Goldner
Chair and CEO
Hasbro, Inc.

Dear Mr. Goldner,

I'm writing on behalf of PETA Kids, the youth division of People for the Ethical Treatment of Animals (PETA), which is the world's largest animal protection group and has more than 6.5 million members and supporters worldwide, including many parents and kids. We have a suggestion for a *pawsitively* terrific way to raise awareness of the cruelty of the pet trade and the animal homelessness problem while encouraging millions of families to adopt animals from shelters: Would you please consider rebranding your "Littlest Pet Shop" as the "Littlest Rescue Shelter"?

A pet store is not a place where animals are able to do "all the things that [they] love to do" and "be who [they] want to be." Children would be saddened to learn that most animals sold in stores come from mass-breeding facilities, where they're denied socialization, exercise, and veterinary care and are typically taken from their mothers prematurely. They're packed into crates and trucked or flown hundreds of miles—often without adequate food, water, or ventilation—to brokers, who then sell them to pet stores.

Pet shops treat puppies, kittens, birds, hamsters, mice, rabbits, and other animals as if they were commodities to be purchased on an impulse, rather than thinking, feeling beings who deserve love and respect. All you have to do is walk into most pet stores to see that conditions there are inadequate and often downright abusive. Puppies are often kept in wire-bottomed cages. Small animals such as mice, hamsters, gerbils, and rats are often crammed into filthy, crowded cages. Fish who should be swimming freely in rivers, lakes, or the ocean are reduced to circling the same few cubic inches of water in tanks that are often dirty and crowded, and exotic birds are typically kept in cramped cages, which prevent them from satisfying their natural needs to fly and socialize with others of their own species.

Every animal purchased from a pet shop denies a home to a homeless and unwanted animal who awaits adoption in an animal shelter. Pet shops contribute to the companion animal overpopulation crisis by bringing more animals into a world that's already bursting at the seams with unwanted ones, many of whom must be euthanized for the lack of good homes. You'd have the *ultimutt* opportunity to set a great example for children and their parents by promoting the adoption of animals in shelters with the "Littlest Rescue Shelter."

Many former pet shops have demonstrated that it's possible to shift from an old business model to a new one by no longer selling live animals and facilitating adoptions of shelter animals. Other large



companies have made animal-friendly choices at the behest of PETA, such as Stauffer's when it stopped producing SeaWorld-branded Shamu whale cheddar crackers and Nabisco and Trader Joe's, when they updated their animal crackers packaging to depict animals living free in nature, instead of locked inside circus boxcars. This reflected a more compassionate way of thinking about animals—a long overdue realization that they're not ours to use and abuse for entertainment but individuals who deserve respect and consideration. Hasbro has made compassionate choices before—by adding animal-friendly actions in Monopoly for Millennials and by ending animal testing.

We know language matters—and the descriptions on your toys can make a difference in how children treat and view animals. Small tweaks could make Hasbro a leader in creating a more compassionate society that treats all its members—human and nonhuman—with respect. We hope you'll consider helping both animals and children by making the kind decision to raise awareness of the cruelty involved in the pet trade and encourage millions of families to give a home to an abandoned animal at a shelter by agreeing to change the name of these toys to the "Littlest Rescue Shelter." This would be a move that Hasbro could *forever* be proud of. Thank you for your consideration. We look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Marta Holmberg".

Marta Holmberg
Senior Director, Youth Programs