



November 20, 2019

Mark Kennedy
President
University of Colorado

Dear Mr. Kennedy,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA), the world's largest animal rights organization, with more than 6.5 million members and supporters worldwide.

Thank you for retiring Ralphie V. I hope he'll be going somewhere where he'll be safe and among others of his own kind—please let us know if you need any help with making those arrangements. Considering the cruelty inherent in using sentient beings as mascots, may I respectfully request that you agree not to replace this individual with another animal but rather forgo their use from now on? There are several reasons why this would be a good step.

Using live animals as mascots is often a recipe for disaster. For example, at this year's Sugar Bowl, Bevo, the longhorn steer used by the University of Texas, broke out of an enclosure and charged the University of Georgia's bulldog mascot, Uga, nearly trampling him. Then just last month, an Auburn University football player collided with Mississippi State University's mascot, Bully. Mascots from falcons to big cats have sustained physical injuries because they were being used as living props.

Even if animals aren't physically harmed, it's hard to imagine that they enjoy being paraded before raucous crowds, entirely out of their element, and treated as if they were toys rather than living, feeling beings with interests, personalities, and needs of their own. Being forced into a stadium full of bright lights, exuberantly screaming fans, and loud noises is stressful—and can be terrifying—for animals who have no idea what's going on or why.

Public opinion has turned against using animals for entertainment, and most universities and professional sports teams have switched to using costumed human mascots instead. Unlike other animals, humans can lead cheers, interact with crowds, and pump up the team—all willingly.

We hope to hear from you soon. Thank you for your attention to this important issue.

Sincerely,

Marta Holmberg
Senior Director of Youth Programs

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.)