

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

January 28, 2020

Bill Deeley, President  
The Punxsutawney Groundhog Club

Dear Mr. Deeley,

Times change. Traditions evolve. It's long overdue for Phil to be retired.

As a prey species, groundhogs actively avoid humans. Being in close proximity to the public causes these animals great stress. When Phil is dragged out of his hole and held up to flashing lights and crowds, he has no idea what's happening. Being relegated to a library "habitat" for the other days of the year doesn't allow him or the other groundhog there to dig, burrow, or forage. It's no kind of life for these animals.

Using technologically advanced electromechanical devices such as animatronics instead of live animals is more popular than ever. We even have the technology to create an animatronic groundhog with artificial intelligence (AI) that could *actually predict* the weather. An AI Phil would renew interest in Punxsutawney, generating a great deal of buzz, much like Sony's robot dog "[aibo](#)," which walks, plays, misbehaves, and responds to commands. By creating an AI Phil, you could keep Punxsutawney at the center of Groundhog Day but in a much more progressive way. Talk about taking your town's annual tradition in a fresh and innovative direction!

Today's young people are born into a world of terabytes, and to them, watching a nocturnal rodent being pulled from a fake hole isn't even worthy of a text message. This is a generation whose members book rides on their smart phones and will never walk into a bank to deposit a check. Ignoring the nation's fast-changing demographics might well prove the end of Groundhog Day.

We'd be happy to make recommendations for a sanctuary that would welcome Phil and the other Punxsutawney groundhog. Instead of working at cross-purposes, let's collaborate to create a sunny future. I look forward to hearing from you.

Yours truly,

Ingrid Newkirk, President  
PETAWashington, D.C.  
1536 16th St. N.W.  
Washington, DC 20036  
202-483-PETALos Angeles  
2154 W. Sunset Blvd.  
Los Angeles, CA 90026  
323-644-PETANorfolk  
501 Front St.  
Norfolk, VA 23510  
757-622-PETABerkeley  
2855 Telegraph Ave.  
Ste. 301  
Berkeley, CA 94705  
510-763-PETAInfo@peta.org  
PETA.org

## Affiliates:

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



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.)