



Enrique Maya
Mayor of Pamplona

23 April 2020

Via e-mail: alcaldia@pamplona.es

Dear Mr Mayor,

In light of the news that this year's San Fermín festival and the Running of the Bulls will be cancelled because of the COVID-19 pandemic, I am contacting you with an offer that I think Pamplona residents will find appealing, especially during these difficult times. PETA and our affiliates will give the city €250,000 if, in return, it commits to ending the Running of the Bulls and the subsequent bullfights altogether.

The Running of the Bulls and bullfights – in which all the bulls used in the morning runs are killed – are a vestige of a far less enlightened time when people didn't understand that animals feel pain and thought nothing of risking fellow humans' safety. But society has evolved. Today, the vast majority of people around the world are opposed to what goes on at the Running of the Bulls and detest bullfights. More than 125 Spanish towns and cities have recognised that tormenting and butchering bulls for entertainment has no place in the 21st century and have rejected such barbarity. With the bullfighting industry in serious financial trouble and opposition to exploiting animals for entertainment ever-growing, I hope you'll agree that it's time – past time – to add Pamplona to that list.

In addition to large demonstrations by animal advocates, which are covered in international news, the Running of the Bulls also draws protests from women's rights groups because of the large number of incidents of sexual assault, rape, and other forms of violence reported during this pathetic annual display of machismo. This is your moment to do the right thing and earn worldwide praise by putting Pamplona on the map – for all the right reasons.

There are countless fun, non-violent activities that revellers could enjoy to celebrate the San Fermín festival. In addition to parties and parades in honour of the patron saint, some towns are embracing a new tradition: the Running of the *Balls*, or *boloencierro*. Giant 200 kilogram balls tumble down hills as festivalgoers rush to stay ahead of them or to get out of their way. People have described it as an "Indiana Jones-esque adventure". There are no protests, just cheers! Other cities use inflatable bulls that leave the crowds roaring with laughter as they "gore" runners with their inflatable horns. Other popular takes on the event include having people inside inflatable balls chasing down thrill-seekers or roller-derby teams brandishing plastic bats let loose on the streets.

We hope you'll accept our offer. Together, we can begin planning a 2021 San Fermín festival that everyone – including animals and their protectors – will applaud.

We look forward to hearing from you.

Very truly yours,



Ingrid E Newkirk
Founder

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

PO Box 70315
London N1P 2RG
United Kingdom
+44 (0) 20 7837 6327
+44 (0) 20 7923 6242 (fax)

Info@peta.org.uk

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
Cannon Place, 78 Cannon Street,
London EC4N 6AF.
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as charity number 1056453,
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