



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

May 28, 2021

Sean Reilly, CEO
Lamar Advertising

Dear Mr. Reilly:

I'm writing on behalf of People for the Ethical Treatment of Animals and our more than 6.5 million members and supporters worldwide regarding your response to our question at your annual meeting. PETA has acted in good faith, including by adhering to your copy acceptance policy as well as by suggesting that we run all creatives by a point person at Lamar in order to ensure that they meet all your criteria. Our repeated requests to work together have been met with silence. Given the imperative lifesaving nature of PETA's ads, such as the one that reminds people not to leave dogs or children alone in hot cars, we hope we can start fresh with your company and cooperate.

Our advertisements save lives by sharing vital information *and* generate revenue for Lamar and its shareholders, as PETA spends hundreds of thousands of dollars on advertising annually. Lamar [states](#) that it supports "the First Amendment right of advertisers" and provides "[p]ublic service messages to promote worthy community causes." However, you are not living up to these claims by refusing to run our ads.

We remain open to working within Lamar's established processes and would be pleased to have whomever you would like appointed as our point person. We'd be happy to work with this person on ads that your company would be comfortable running. Are you open to this arrangement?

Will you help us spread the word with PETA's "Too Hot for Spot and Tot" ad and other compassionate messages?

We look forward to your reply.

Sincerely,

Mary Robles
Corporate Responsibility Officer
People for the Ethical Treatment of Animals ([PETA](#))

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