



July 17, 2017

Rodney McMullen
CEO
The Kroger Company

Dear Mr. McMullen,

I'm writing on behalf of People for the Ethical Treatment of Animals and our more than 6.5 million members and supporters worldwide. **Already this year, at least 27 dogs and 21 children have died after being left inside sweltering vehicles**—and it's only the middle of summer. At this rate, it will be a record year for deaths.

We're writing to ask that Kroger post signs in parking lots and on store doors and windows to let people know that hot cars can be fatal. To make it easier for you, we have created [artwork](#) that you are free to use.

Please take a few minutes to watch [this video](#) about the life-threatening dangers of leaving dogs in hot cars. We think that after watching it, you'll find it easy to make this potentially life-saving decision.

Hot cars are deathtraps: On a 78-degree day, the temperature inside a parked car can soar to up to 120 degrees in just minutes, and on a 90-degree day, the interior temperature can reach as high as 109 degrees in less than 10 minutes.

Beating the heat is very difficult and sometimes impossible. As dogs' internal temperature rises, they often salivate heavily, lose control of their bladder and bowels, panic, struggle to escape by clawing the windows and seats so violently that their paws become bloodied, and go into shock. They can sustain brain damage or even die from heatstroke.

Posting signs is an easy and effective way to prevent these horrific deaths. Below, you'll find examples of companies—including Whole Foods and Walmart—that have taken action. Even car companies are doing their part to avoid these atrocities. Tesla introduced a "[Cabin Overheat Protection](#)" system, and General Motors developed a "[Rear Seat Reminder](#)."

I look forward to your reply. Thank you for your time and consideration.

Best regards,

Anne Brainard

Director of Corporate Affairs

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

Whole Foods:



Walmart (please read [this article](#)):



This sign can be seen on the front doors of every Walmart in the country. Source: WBRC video

Loblaws:

