



March 19, 2014

To: Bindi Irwin

Dear Bindi,

Greetings from PETA! As you know, we are sad to see that you, a self-described "wildlife warrior," are partnering with SeaWorld. But if you will not reconsider taking this position, we ask that you please use it to try to benefit the animals imprisoned in the company's parks. Will you make it a requirement of your contract that SeaWorld immediately stop breeding orcas in captivity and deliver a reasonable timeline for the release of the orcas to seaside pens or sanctuaries (in the hope that some or all of them can eventually be released back into the wild, where they belong)?

Since the release of [Blackfish](#), the documentary that exposes SeaWorld's violent capture and cruel confinement of orcas, millions of people and many celebrities have sworn off any association with the marine animal park. Willie Nelson, Cheap Trick, REO Speedwagon, Trisha Yearwood, Martina McBride, Barenaked Ladies, 38 Special, and others [have canceled performances at SeaWorld](#). Artists including [Joan Jett](#), Savage Garden, and Edward Winter have publicly called on the park to stop using their music during "Shamu Rocks" shows. Recently, [new legislation](#) was introduced in California that would end keeping orcas captive in circus displays, and SeaWorld's stock plummeted by 7 percent almost instantly. The handwriting is on the wall, but SeaWorld needs a push.

As a member of both the younger generation and a well-known family, you are in a position to advocate for animals and to educate your peers about them. Several of the orcas at SeaWorld were captured from their family pods in the ocean. All are far-ranging animals, traveling as many as 100 miles per day in the wild. At SeaWorld, they are deprived of the opportunity to engage in almost any type of natural behavior and are kept in tiny cement enclosures. They are so stressed from the confinement that they break their own teeth by chewing on the underwater steel bars in their tanks and attack each other—and, of course, in such tiny tanks, they have nowhere to escape to. You can see photos of one serious orca injury at SeaWorld San Diego [here](#).

We hope you will carefully consider your relationship with SeaWorld and the damage that it is doing to your own reputation and also leverage your position for the animals imprisoned there who long to be free. **May we hear from you that you'll pledge to be a true "game-changer" for the animals at SeaWorld by holding the company accountable and demanding a timeline for the release of the orcas?**

Sincerely,

Tracy Reiman
Executive Vice President
PETA

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