



May 31, 2022

Jesse Berger
 Founder and Artistic Director
 Red Bull Theater

Via e-mail: jesse@redbulltheater.com

Dear Mr. Berger:

I'm writing on behalf of People for the Ethical Treatment of Animals U.S.—PETA entities have more than 9 million members and supporters globally, including many thousands in New York state—with a request: Would you please rename your Matador Awards and Running of the Red Bulls Revelry Gala Benefit with terms that do not glorify the exploitation and abuse of animals? Just as cruel and gruesome blood sports like bear-baiting and dogfighting at theaters ended long ago, bullfighting and the Running of the Bulls—both condemned as barbaric by every animal protection group in the world—belong only in the past. Please allow me to elaborate.

We're not out to create drama, but as you know, everyone's words matter and have a profound effect on how others are treated. Associating your event with gory spectacles devalues your illustrious and talented honorees while mocking the misery of suffering animals. Every year at the Running of the Bulls—where sexual assaults by men attempting to display their machismo are another cause for alarm—panicked, stampeding bulls slip and slide down narrow streets, often smashing into walls, sustaining broken bones and other injuries as they try to escape screaming crowds who grab at them and hit them with sticks. At bullfights, bulls who have been [intentionally debilitated](#) are taunted and stabbed by *picadores*. Once a bull is dizzy and weakened by blood loss and pain, the cowardly *matador*—Spanish for “killer”—appears and thrusts a sword between his shoulder blades. None of this should be regarded as entertainment or as an honorable achievement.

Given the rich history of the original Red Bull playhouse, there are many more fitting names to consider, such as the “Masque Awards” or “Queen Anne's Revelry Gala.” Theater has long held up a mirror to human depravity and injustice, while being a source of inspiration for social change. We hope you'll set an example, showing that exploiting and harming anyone is unacceptable, by renaming the awards and annual event, whose names currently allude to—and thus support—animal suffering. Thank you for your consideration.

Very truly yours,

Ingrid Newkirk
 President

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