



December 7, 2022

Jay Foreman, CEO
Basic Fun!

Dear Mr. Foreman:

I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 9 million members and supporters globally, including many parents and kids—after learning that Basic Fun!, in partnership with Hasbro, will relaunch Littlest Pet Shop sets, with a suggestion: As you prepare for these toys to hit the shelves, we urge you to update the product name to “Littlest Animal Shelter.” Doing so would make Basic Fun! a leader in promoting responsible animal shelters over puppy mills and large-scale breeding operations that place monetary value over the welfare of the animals they peddle.

Pretend play that imagines pet stores to be harmless, fun places hides the fact that they contribute to the homeless animal crisis: Every time someone buys an animal from a pet shop, one in an animal shelter loses a chance to have a family—and the cycle continues. Every year, 6 to 8 million dogs and cats end up in shelters. Many are euthanized due to the lack of good homes. The puppy mills that supply most pet stores warehouse mother dogs inside cramped cages and decrepit outdoor hutches, breeding them again and again until their spent bodies can no longer produce litters. In addition, pet stores don't screen potential adopters to try to ensure that the animals are going to a safe home and someone who can care for them properly, preying instead on impulse buyers and then trapping them with unaffordable, predatory loan schemes.

Other species don't fare any better. Reptiles and small animals are often kept crowded in small, filthy cages; denied access to veterinary care when they're sick or injured; frozen alive or crudely gassed; thrown from bin to bin; and denied access to clean drinking water, heat, and fresh food at both pet shops and their suppliers. PETA investigations have also revealed that pet stores stocked animals infected with diseases that are transmissible to humans. Buying any animal from a [pet store](#) supports this cruel industry and ensures that inhumane shops and suppliers will keep exploiting animals.

Increasingly, more laws are being passed around the world banning the sale of animals in stores, so rebranding your toy as an animal shelter instead of a pet shop would not only help Basic Fun! speak to today's conscientious families and promote animal welfare but also keep your brand relevant and align with its mission of making “the world a happier and more playful place.”

Thank you for your consideration of this important matter. We look forward to hearing from you.

Very truly yours,

Marta Holmberg
Senior Director

cc: Jess Richardson, Vice President, Global Toys & Games, Licensed Consumer Products, Hasbro

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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