

JUDY GREER

Dear Mr. Perry:

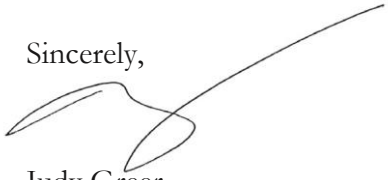
I'm writing to you today to share my concerns about Hallmark's use of demeaning images of endangered chimpanzees and other great apes on its greeting cards.

As someone who cares deeply about animals, I was saddened to learn that these photos are helping to drive chimpanzees toward extinction. Studies have shown that frivolous, staged images of these animals wearing costumes, displayed in studios, or interacting with humans actually mislead consumers into believing that chimpanzees are plentiful, rather than on the verge of extinction, and the photos also increase the black market demand for great apes as "pets," which drives them even closer to extinction.

Chimpanzees love, play, and grieve, just as we do. They try to protect their families, come to the aid of friends, and use tools. Film and TV producers have gotten the message that great apes don't deserve to be treated as props for entertainment, and real chimpanzees are no longer used in Hollywood. Major card companies like American Greetings and retailers such as Rite Aid and CVS have also taken action to help them by removing the inappropriate images.

Thank you for your time and consideration of this important issue. I hope you and the Hallmark family will have a heart for chimpanzees this Valentine's Day and pull these harmful cards from your stock.

Sincerely,

A handwritten signature in black ink, appearing to read 'Judy Greer', with a long, sweeping flourish extending upwards and to the right.

Judy Greer