



April 22, 2024

John McInnis III
Co-Owner
The Flora-Bama Lounge, Package, & Oyster Bar

Via e-mail: info@florabama.com

Dear Mr. McInnis:

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 hundreds of thousands across Florida and Alabama—with a *fantastic* idea to modernize the Flora-Bama Mullet Toss: We would never be so frank as to suggest that only a lout throws a trout or only a sod throws a cod ... but, well, there is, as you know, a certain yahoo stigma attached to this event, something we can *cure*. What if you make it all-inclusive—yup, even welcome vegans to enjoy the moment—by using fancy rubber fish instead of smelly, decomposing real ones? If you agree, we'll donate reusable fake fish for you to hand out and cast a tray of tasty vegan fish sandwiches your way for you to sell or give to participants.

It's no *toss-up*: Whether some people like to think about it or not, fish—like you, me, and all other animals—have distinct personalities and experience fear, pain, and affection. Studies show that fish can recognize themselves in mirrors and photographs, are self-aware, and communicate with each other using complex sounds. Let's face it: Every fish thrown by a Flora-Bama Mullet Toss participant was an individual who suffered greatly and was violently slaughtered before being used in this disrespectful way.

We're not here to *confishcate* the fun: Throwing a rubber or plastic fish, rather than a dead one, would be as fun, challenging, and enjoyable but also positive. A first-ever fish-friendly fling could even *lure* our mascot Freeda Fish to *line* up to get in on the act. Will you please mullet over?

Thank you for your consideration. We look forward to your response.

Very truly yours,

Ingrid Newkirk
President

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OF ANIMALS

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