PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Washington
1536 16th St. N.W.
Washington, DC 20036
202-483-PETA

Los Angeles
2154 W. Sunset Blvd.
Los Angeles, CA 90026
323-644-PETA

Norfolk
501 Front St.
Norfolk, VA 23510
757-622-PETA

Info@peta.org
PETA.org

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Dear Carol Kelley,

Greetings from People for the Ethical Treatment of Animals (PETA). With *Peppa Pig: My First Concert* set to delight audiences at the Frederick Brown Jr. Amphitheater on April 18th, we respectfully urge you to honor Peppa and her friends by removing pig and all animal products from your menu on the day of the show.

For years, *Peppa Pig* has shown its young audience that animals are not inanimate sources of meat, milk, or eggs, but individuals with emotions and unique personalities. Children have a natural empathy for animals and would be horrified to learn that *anyone* had been butchered to stock your theater's concession stand—especially animals like Peppa and her friends!

Peppa Pig theme parks in the U.S. don't serve pig meat because they clearly recognize the horrible irony of selling pig flesh in Peppa's world. And, when *Peppa Pig's Big Family Show* stopped at Grimsby Auditorium, the British theater agreed to remove pig products from its menu and serve vegan ham instead.

Like Peppa, real pigs are playful, curious, and social. But on an industrial pig farm, most pigs spend their entire short lives confined to filthy sheds without sunlight. At just six months old—younger than Peppa's new baby sister Evie!—they are sent to slaughter. To serve meat from pigs, or any product stolen from an animal, to unsuspecting young Peppa fans would be a jarring contradiction at odds with the heart of the beloved show.

You can bypass this whole ugly business and cater to children's natural empathy by removing all animal products from the menu and upgrading to wholesome vegan alternatives.

If you agree, PETA would be happy to get you started with a case of vegan pepperoni. It's tasty, packed with protein, and can be enjoyed with a clear conscience.

We look forward to hearing from you.

Sincerely,



Danielle Katz
Vice President of Campaigns

Entities
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)