

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

May 7, 2026

The Honorable Arne Jorgensen, Mayor
Members of the Jackson Town Council
Town Hall
150 E Pearl Ave, Jackson, WY 83001

Dear Mayor Jorgensen and Members of the Town Council:

I am writing on behalf of PETA, and our more than 9,000 members and supporters in Wyoming, to respectfully urge you to reconsider the Council's recent vote to eliminate the "Temporary Unattended Display" policy in the Town Square (George Washington Memorial Park). This change was made within 24 hours of PETA's *E(n)d Shearin'* sheep statue appearing in the park earlier this week, and we are concerned that the decision, well-intentioned as it may be, may *fleece* the community of a valuable venue for free expression. Shutting down peaceful temporary educational displays, particularly ones that spark dialogue on important, overlooked issues, helps no one.

In just the last few days, PETA's *E(n)d Shearin'* sheep statue has already encouraged countless people to think about how their consumer choices impact gentle sheep and sparked thoughtful discussions about how sheep suffer in the wool industry. People have *flocked* to the statue, taking photos and engaging in polite conversation about why wool should be left on the animals born with it. We've been heartened by the overwhelmingly positive feedback from residents and visitors alike, who see the value in a creative, compassionate display that promotes kindness to sheep and invites them to reflect on where their clothing comes from. This is exactly the kind of empathy-oriented, constructive public discourse we hoped the statue would inspire: encouraging many in the community to consider different perspectives on the wool industry's impact on sheep, all in the open air of Jackson's beloved Town Square.

PETA and our international affiliates have [conducted 17 exposés](#) of more than 150 wool operations in seven countries, across four continents, revealing that even on self-proclaimed "ethical" and "responsible" farms, extreme cruelty and violence are rampant and inherent to the shearing process. Investigators have documented that shearers, often paid by volume, work so quickly that sheep are frequently handled roughly and injured, and have been punched, kicked, and cut to shreds during shearing, only to have their wounds crudely sewn up without pain relief. These are not isolated incidents; they reflect industry-wide problems that most consumers never see. That is why we brought our *E(n)d Shearin'* statue to Jackson: to help people see things from the sheep's perspective and foster a greater understanding of how they suffer in the wool industry. Consumers deserve to know the truth behind everyday products so they can make informed, kinder choices.

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

By rescinding the policy that allowed for the statue's installation, the Town Council has effectively closed off a channel for public discourse in Jackson's most central and accessible meeting place. We are hopeful that you will reconsider this policy and reaffirm the Council's commitment to the free and open exchange of ideas.

Sincerely,

A handwritten signature in cursive script, appearing to read "Tracy Reiman".

Tracy Reiman
President

