



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

October 26, 2026

Adam Stiles
Interim President and CEO
Niagara Falls Tourism

Dear Mr. Stiles:

I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 10.4 million members and supporters globally, including many thousands across Ontario—following the conclusion of Niagara Falls Tourism's 151 consecutive nights of fireworks, with findings from a recent poll that suggest fireworks are not the tourism draw they may be [assumed](#) to be. We hope it will inform your decisions as you plan future tourism events, and based on the results, we strongly urge you to use animal-friendly alternatives to fireworks in the future.

With more than 2,800 tonnes of water rushing over the falls every second during the high season tourist hours, Niagara Falls is already a breathtaking spectacle on its own. And when it comes to enhancing it, Americans strongly preferred the falls' existing illumination over fireworks if they had to choose. Most importantly, the poll indicates that Niagara Falls does not need fireworks to keep visitors in the area after dark:

- **78%** agree that a nightly fireworks display would *not be* necessary for them to enjoy a visit to Niagara Falls.
- **76%** say the nightly illumination of the falls, rather than nightly fireworks, would be more likely to encourage them to spend the night in Niagara Falls if they had to choose.
- **50%** say illumination of the falls would be the most interesting thing to view at night at Niagara Falls.
- **60%** say they would be at least somewhat likely to avoid visiting Niagara Falls if they were traveling with a companion animal sensitive to fireworks who would be distressed by the nightly shows.

Ending the displays would spare wildlife, companion animals (about [70%](#) of whom experience anxiety during fireworks), veterans, and others who are sensitive to explosive noises while also eliminating the pollution and expense associated with fireworks.

Nearly 100,000 members of the public have already joined us in calling for an end to the Summer Fireworks Series. The poll findings now make the case even clearer: Visitors don't need nightly fireworks to make Niagara Falls worth experiencing. Please make this year's series the last and allow the falls and their nighttime illumination to take center stage. Thank you for your consideration. We look forward to hearing from you.

Washington

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

Los Angeles

2624 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

Entities

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

Sincerely,

Tracy Reiman
President

cc: David Adames, CEO, Niagara Parks Commission
Doug Birrell, President, Niagara Falls Canada Hotel Association