



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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December 14, 2007

Joseph McClanathan, President and CEO
Energizer Battery
533 Maryville University Dr.
St. Louis, MO 63141

Dear Mr. McClanathan:

On behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1.8 million members and supporters worldwide, I'm writing because we noticed that Energizer Battery advertises during CBS' shows *Kid Nation* and *The Amazing Race*. We thought that you should know that since *Kid Nation* first aired, PETA has received numerous complaints from people who are concerned about the treatment of animals in Bonanza City, and a recent episode of *The Amazing Race* prompted a flood of e-mails and calls to our offices from concerned viewers.

In the series premiere of *Kid Nation*, children were shown chasing and roping sheep, chasing chickens, and hunting jack rabbits—all for fun. The very next week, the “town journal”—a book written by the producers to drive the direction of the show by suggesting what the children should do next—declared that the town's chickens, whom some of the children had grown attached to, must be slaughtered and eaten in order for the kids to get protein. Aside from the questionable ethics of coaxing children into killing animals for the sake of filmed “entertainment,” it is inaccurate and irresponsible to claim that the only way one can get protein is by eating animal flesh. In another episode, the week's “showdown” once again caused stress to the town's sheep, who had names painted on them and were chased around by children who had to catch certain animals. While the actions of the children on *Kid Nation* are ultimately up to children themselves, the producers control the direction of the daily activities, and they have shown a repeated willingness to put animals in harm's way for the filming of this show.

During a recent episode of *The Amazing Race*, “Let's Name Our Chicken Phil,” contestants were required to carry live chickens in their bags for an entire day, and they were also required to strap baby goats into the baskets on their bicycles. The bicycles occasionally fell over as the contestants made their way through a busy marketplace making deliveries.

The atmosphere of reality TV shows can be frenzied and chaotic. Chickens, sheep, jack rabbits, and goats feel pain, fear, and stress just as

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humans do, and they deserve our compassion. The contestants on *Kid Nation* and *The Amazing Race* made a choice to be a part of the madness of reality TV, but animals cannot make that choice. These animals were undoubtedly terrified by the experience—and some of them were even killed.

Kid Nation and *The Amazing Race* aren't the only CBS reality show to receive negative feedback from people who care about animals. Several years ago, *Survivor* was the subject of much PETA attention because of the numerous animals who were killed during filming. PETA hopes that Energizer will pull its advertising from *Kid Nation* and *The Amazing Race* until CBS makes a commitment to end the animal abuse that plagues its reality TV lineup.

Thanks for your time and consideration. I hope to hear from you regarding this issue at your earliest convenience.

Sincerely,



Debbie Leahy
Director, Captive Animals and Entertainment Issues Department



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