

April 9, 2009

Robert A. Eckert
Chair and CEO
Mattel, Inc.

Via e-mail: [REDACTED]

Dear Mr. Eckert:

On behalf of PETA and our more than 2 million members and supporters worldwide, we were shocked to hear that Mattel has partnered with the infamous Churchill Downs to create Kentucky Derby Barbie. As an animal advocate, the last place that Barbie would be seen is at a horse race unless she is unaware of the escalating news about horse-racing cruelty.

We have a solution: If you really are going forward with this version of Barbie, we must ask that you include the items we've created for Kentucky Derby Barbie that would explain her presence at Churchill Downs. The items include a Barbie-sized protest sign and memorial wreath (images attached) to complete Barbie's ensemble. We've also created a sticker for the outside of the box that will explain to customers why Barbie isn't "horsing around" when it comes to speaking out against the cruel horse-racing industry. It would have the following information:

- Horses exploited for racing weigh at least 1,000 pounds and have legs that are supported by ankles the size of a human's, yet they are forced to run around a dirt track at speeds exceeding 30 miles per hour while someone sitting on their back kicks and whips them.
- Many racehorses can only run because their trainers and veterinarians give them drugs to keep them going when they are really far too injured or sore to run—which leads to breakdowns and even death. Very few racehorses are ever put out to pasture. Many are left to waste away or are abandoned or sold into the horsemeat export industry, which still sends 100,000 horses every year to Canada, Mexico, and Japan for slaughter.
- From 2003 to 2008, 3,035 horses used by the racing industry died. Of those, 208 died in Kentucky, the home of the Kentucky Derby. Others were shipped abroad to be made into dog food and to be used for human consumption.

Please contact me as soon as possible at [REDACTED] or [REDACTED] to discuss the details for including these items and this information with Kentucky Derby Barbie. Thank you for your consideration.

Sincerely,



Tracy Reiman
Executive Vice President