

March 31, 2009

George Gillett, Owner
Club de hockey Canadien Inc.

1 page via fax: [REDACTED]

Dear Mr. Gillett:

On behalf of People for the Ethical Treatment of Animals (PETA) and our thousands of members and supporters in the Montréal area, I am writing with an offer that will help you financially and may help you to retain your ownership of the Montréal Canadiens. We'd like to pay C\$10,000 to purchase the rights to the franchise for one week. During this period, we'd rename the team the "Canadian Seal Pups" to draw attention to our ongoing efforts to save the baby animals who are mercilessly shot or bludgeoned in the cruel and bloody seal slaughter that's currently under way in Canada.

Most Canadians are horrified that sealers impale baby seals, drag them across the ice, and throw them into piles, where the animals sometimes choke on their own blood before they're skinned. Hooking is illegal in the National Hockey League, but sealers routinely hook live seals in their eyes or cheeks to avoid damaging their fur. Canadian government scientists assume that 5 percent of young seals who are shot or are struck with clubs or hakapiks go unrecovered by sealers, and their fate is unknown. It is estimated that half of the older harp seals that are hunted in open water are wounded and left to suffer or to die slow, painful deaths.

Blood on the ice is fine when it comes to hockey because players are willing participants, but the blood of helpless baby seals that's spilled on Canada's ice each year is the country's shame. If you take us up on our offer, adults who attend your games will receive our "Club Soda, Not Seals" T-shirts, while kids 12 or under will receive free "Hugs, Not Clubs" baby seal plush toys. In addition, each game program will include a preaddressed postcard for fans to sign and send to Prime Minister Stephen Harper, urging him to push for an end to this atrocity.

Please contact me so that we can get started on this exciting promotion.

Thank you for your consideration.

Sincerely,



Dan Shannon
Director