

October 19, 2009

Frank Bourque, Chair
Raymond Board of Selectmen

Tim Louis, Chair
Raymond Business and Economic Development Council

Via e-mail: [REDACTED] and [REDACTED]

Dear Messrs. Bourque and Louis,

On behalf of People for the Ethical Treatment of Animals (PETA) and our more than 2 million members and supporters, I am writing to submit a suggestion for your town's new slogan: **"Every Bunny Loves Raymond."**

The slogan is catchy, current, and compassionate! But why would "every bunny" love Raymond? By your own admission, the town is in need of a new, unique identity, so we're asking that Raymond become the first fur-free town in the U.S. Creating a reputation of compassion and social responsibility could help attract ethical businesses—as well as more visitors and tourists—to Raymond.

Most fur sold today is exported from China, where there are no laws protecting animals on fur farms. Practices on these farms are particularly cruel: This [undercover exposé](#) (narrated by Gillian Anderson) shows rabbits at a Chinese fur farm who are painfully shocked multiple times and then hung upside-down in metal shackles; they writhe in pain long after their throats are cut. Millions of other animals killed for their fur are confined to small cages, forced to live mired in their own waste, and denied veterinary care and proper nutrition. Fur farms worldwide—including here in the U.S.—use exceedingly cruel killing methods: Most animals are anally electrocuted, gassed, or injected with poisons such as strychnine and weed killer. These crude methods are not always effective, and animals often "wake up" while the skin is being ripped off their bodies.

Put your town on the map! Let people know that "every bunny loves Raymond" by becoming America's first fur-free town. Thank you for your consideration.

Sincerely,



Tracy Reiman
Executive Vice President