

July 27, 2009

Dave Cobb  
Vice President of Marketing, Revenue, and Communication  
Vancouver Organizing Committee



Canada

**1 page via fax:** [REDACTED]

Dear Dave:

I am writing to you today with a business proposal. In light of recent news that the Vancouver Organizing Committee has invited nonsponsors to buy billboard advertising inventory during the 2010 Winter Games because of slow sales, PETA would like to place our “Canada’s Olympic Shame—End the Seal Slaughter” billboard in Vancouver before and through the games. Artwork is attached.

With the Vancouver games taking center stage worldwide, we hope to draw as much attention as possible to Canada’s shame: the annual massacre of baby seals. Many seals are bludgeoned and have the skin ripped off their bodies before they have eaten their first solid meal or learned how to swim. Because the government has turned a deaf ear to worldwide outcry over the slaughter, concerned citizens are targeting other Canadian events and institutions to turn up the pressure, and this year, that means the Olympics.

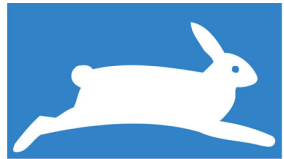
World leaders including Barack Obama and Vladimir Putin have condemned the seal slaughter, and the E.U. Parliament recently approved a bill to ban baby-seal pelts—all member states are expected to endorse the ban. Our billboard would send a similarly strong message to the Canadian government and help put a stop to this disgraceful massacre, once and for all.

Please contact me at your earliest convenience to discuss rates. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Mathews".

Dan Mathews  
Senior Vice President



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

501 FRONT ST.  
NORFOLK, VA 23510  
757-622-PETA  
757-622-0457 (FAX)

PETA.org  
Info@peta.org

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS