



Manager  
The Sly Old Fox

21 November 2024

Via e-mail: [contact@theslyoldfox.com](mailto:contact@theslyoldfox.com)

Good morning.

Hello from People for the Ethical Treatment of Animals (PETA). While your pub is renowned for its rich history and the part it has played in Birmingham's arts and culture scene, it has moved with the times. However, there's one more feature of the establishment that needs updating for the modern day, reflecting the community's ever-evolving empathy for animals. Will you change the name to "The Clever Old Fox"?

The word "sly" often carries negative connotations like "deceitful" – a wholly inaccurate and unfair perception of foxes. "Clever", on the other hand, is synonymous with "intelligent" and "resourceful" – words which perfectly describe these iconic animals.

We're sure you'll agree that language is powerful and can reinforce negative stereotypes. Derogatory descriptions of foxes sadly perpetuate their unearned reputations as "pests", which leads to the violent persecution of these animals: they may be poisoned or hunted, often leaving behind helpless babies.

Foxes are fascinating. They communicate using a complex set of vocalisations. And they have excellent memories, particularly when it comes to burying and locating their food. In fact, they can recall these spots even weeks later. They are also dedicated and doting parents. In 2009, there were reports of a badly injured baby fox being rescued from a hunter's snare. He survived for two weeks in the trap purely because his loving mother brought him food.

We hope you agree that these magnificent animals deserve our respect. You can help reframe how we talk about them, which would go some way towards protecting them from cruel acts like being dug out of their homes, chased across the countryside, and viciously attacked by dogs.

Thank you for your consideration. We'd happily help with the costs of rebranding, should you go ahead!

Kind regards,

Elisa Allen  
Vice President of Programmes  
PETA

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

PO Box 70315  
London N1P 2RG  
United Kingdom  
+44 (0) 20 7837 6327  
+44 (0) 20 7923 6242 (fax)

[Info@peta.org.uk](mailto:Info@peta.org.uk)

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
FOUNDATION – a charitable  
company limited by guarantee,  
with its registered office at  
Cannon Place, 78 Cannon Street,  
London EC4N 6AF.  
Registered in England and Wales  
as charity number 1056453,  
company number 3135903.

Affiliates

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