



Kathy Bourne
Executive Director
Chichester Festival Theatre

19 February 2025

Via email: kathy.bourne@cft.org.uk

Dear Ms Bourne:

I am writing from People for the Ethical Treatment of Animals (PETA) as we noted with great interest that *The Three Little Pigs* is coming to the Chichester Festival Theatre. We respectfully urge you to honour the stars of the show by taking animals off the menu during the run – or even better, for good. It would be weird to encourage children to cheer the pigs as they escape being eaten by the wolf in your theatre and then invite them to stuff their mouths with pig flesh in your restaurant.

The Three Little Pigs is a story of a family struggling for survival, something all pigs do. Like the characters in your forthcoming production, pigs live in small family groups and are friendly and loyal. They are naturally very clean and love playing, exploring their surroundings, foraging for food, and building nests for their little piglets.

But those on factory farms are deprived of the opportunity to engage in these natural behaviours. Crammed into barren concrete pens, they may never see the sun or breathe fresh air. The frustration and stress caused by extreme confinement can drive them to bite other pigs' tails, so farmers routinely cut off their tails and grind down their sensitive teeth – usually without painkillers.

No pig goes to their death willingly – and we're certain the violent, bloody reality of the abattoir is not something you'd want in children's minds as they enjoy an after-theatre meal.

You can bypass this whole ugly business and cater to children's natural empathy by serving wholesome pig-friendly products, such as La Vie Plant-Based Ham or Taifun Tofu Wieners. By doing so, you'll be building a strong foundation of kindness that will surely withstand any huffing and puffing from critics. Plus, it will make the experience more enjoyable for your guests, who would be able to enjoy meals with a clear conscience.

We hope you'll agree to serve only vegan meals during *The Three Little Pigs* run, and if you will, PETA would be happy to help by supplying you with vegan ham or "not dogs" for the opening show. They're tasty and high in protein – and no superstar piglets have to die for them.

It'd be a really *pig* deal!

Sincerely,



Dawn Carr
Vice President of Vegan Corporate Projects
PETA

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