**USE OF REINDEER IN FESTIVE EVENTS**

Dear event organiser,

I am writing to you to express my concern about a festive event you are advertising in my local area that will involve the use of live reindeer as an attraction – [insert name of event]

Reindeer are sentient and sensitive herd animals who suffer when transported (often over long distances) to and utilised at such events, through crowding, lack of agency, exposure to unfamiliar lights and noise, and unnaturally close contact with the public.

The use of live reindeer at such events provides no meaningful educational value. Rather, it is a harmful and unnecessary practice which must now come to an end. There are many other ways to celebrate the festive period and entertain the public without exploiting live animals in this way.

Over recent years, many event organisers have abandoned their use of reindeer and other live animals at Christmas events.

I therefore urge you to reconsider your use of reindeer this Christmas, and to commit to cease using live animals at all future events.

Thank you for your consideration of this important matter. I look forward to your positive response.

Sincerely,

[insert your name]