Dear Sir/Madam,

I am writing to urge you to halt plans to bring [ANIMALS] to [TOWN] on [DATE] and to adopt a policy against having live animals in future festivities in the city.

Animals such as reindeer used in seasonal displays are forced into close contact with the public, which leaves them stressed and afraid. Reindeer are not domestic animals, and their instincts remain very much intact in captivity. Contact with people is something they normally avoid.

When used as holiday "props", they are denied the opportunity to engage in natural behaviour and roam freely over vast open ranges, as they would in their natural circumpolar habitat.

You may be interested to know that animals such as reindeer can transmit numerous diseases to humans, including contagious ecthyma, brucellosis, anthrax, salmonellosis, rabies, toxoplasmosis, sarcoptic mange and ringworm. The area surrounding animal enclosures can be teeming with bacteria. According to the Health and Safety Executive, infections can spread through direct or even indirect animal contact, and in some cases, the illness can be fatal. Those with weakened immune systems, such as children, are especially at risk.

Travelling animal displays also contribute to a cruel cycle of breeding, abandonment and killing. Exhibitors take young animals on the road and, if they survive the stress of transport and handling, typically dispose of them when they become more difficult to handle, replacing them with new animals. Every year, sanctuaries have to turn away requests to house large animals.

The holiday season is supposed to be about joy and peace. There are many other ways that local residents could celebrate this Christmas that would not compromise the well-being of animals or put the public at risk. Please make the humane decision not to use live animals at this event and also make a formal commitment to avoiding future events that promote the mistreatment of animals.

Yours sincerely,

[YOUR NAME]