



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Australia

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Dave Donaghy
Chief Executive Officer
Brisbane Broncos

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Dear Mr. Donaghy:

Hello from People for the Ethical Treatment of Animals (PETA). From your Girls' Academy to your Resilience Workshops, the Brisbane Broncos are known for being progressive leaders in the NRL. But there's one area in which you could evolve: animal welfare. We'd like to ask you to retire the live horse mascot, Buck and move away from imagery such as bucking broncos, which glorifies rodeos. You could even change your name to something far more inspiring, perhaps the *Brisbane Boomerangs*, after the impressive Aboriginal weapon—a nod to the team's fostering of Indigenous talent and commitment to equality!

No matter how much effort and training is put into “breaking” a horse, they're prey animals with a strong fight-or-flight instinct, and it's nearly impossible to desensitise their instincts. Too often, even horses trained to the standard of “military precision,” such as those used in armies and police forces, become spooked and run, injuring themselves and others when startled by loud noises, like pyrotechnics and fireworks, as well as sudden movements.

Removing “real” Buck from the field is the best “conversion” the Broncos could make. Unlike real horses, the human inside the inanimate Buck costume can consent to running around a field in front of screaming fans, and no one is sitting on their back. Aside from the odd dry cleaning, Buck the costumed character doesn't need anywhere near the level of care a real horse does.

“Bucking bronco” imagery also glorifies [rodeos](#), one of Queensland's cruellest and most backwards undertakings. During rodeos, humans use spurs, electric prods, and ropes to goad animals who are already stressed by confinement and travel to provoke their fight-or-flight response, just for human entertainment. Rodeos also put young, terrified calves at risk of serious injury and death during roping events, where frightened babies are “brought down” in whatever way possible. If it were dogs being wound up, ridden, and lassoed, no one would be cheering.

We hope you'll consider moving the Broncos forward in this way and wish you luck for your upcoming matches.

Sincerely,

Mimi Bekhechi

Entities

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)