

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

Mr Robert Irwin

**13 January 2025**

Dear Mr Irwin:

Greetings from People for the Ethical Treatment of Animals (PETA). We're writing today to appeal to your dedication to wildlife conservation and to ask that, as a show of respect for all species, you urge *I'm a Celebrity... Get Me Out of Here!* producers to stop exploiting animals.

For a decade, the show has used and abused hundreds of rats, insects, arachnids, and reptiles, who are tossed around, grabbed, and crawled over for touch tank challenges, and eaten during tucker trials. Small animals might not look like those many Australians share their homes with, but they matter. Like us, some snakes experience 'social buffering', a vital and positive nervous system response to stress, wherein they calm each other down merely by 'being there' for each other. The show exploits crocodiles, painting them as bloodthirsty human hunters. But you know better than most that they're actually complex, sensitive individuals who care about protecting their families and territory. It also frames spiders as fearsome foes, when we know they're gentle animals who will cleverly protect themselves with camouflage, masquerading, hiding, and even playing dead when confronted by humans. Young spiders, after sailing vast distances on silken sails to start their lives, deserve to do so instead of being thrown at screaming humans.

Mammals aren't immune to the show's abuse. In 2016, both a white lion and a leopard cub were used, drawing widespread criticism because cubs used in this way can't be returned to the wild, and are instead usually sold to be shot by canned hunters.

Animal challenges imply that it's acceptable to use animals for entertainment and send a message to viewers that it's "us against them" when, really, we're all animals sharing the Earth. If a celebrity, famed for their work protecting dogs, hosted a show where dogs were thrown around or eaten, viewers would surely question the host's dedication to their cause. As someone known for representing wildlife, you have great power – and responsibility – to help animals by steering *I'm a Celebrity... Get Me Out of Here!* in a kinder direction.

I appreciate your consideration.

Sincerely,

Mimi Bekhechi  
Senior Campaigns Advisor

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## Entities

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