



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Australia

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Daniel Pendergast
Senior Event Executive, AFL Australia
AFL House, 140 Harbour Esplanade
Melbourne Docklands.

Dear Mr. Pendergast:

Hello from People for the Ethical Treatment of Animals (PETA). We know the common phrase “best and fairest” is specifically inverted for the ethos of the Brownlow Medal, which awards the “fairest and best” to emphasise the importance of equity and justice above all else. In that spirit, I’m writing to ask for fairness to birds, via a ban on cruel feathers from the Brownlow Medal red carpet. With more designers and fashion shows vetoing them, the fashion industry finally realises that feathers are as cruel as fur. In their natural habitat, ostriches form strong social bonds, nurture their young for up to three years, and can live for more than 40 years – yet in the fashion industry, workers forcibly restrain ostriches as young as one year old, electrically stun them, and slit their throats before tearing the feathers from their still-warm bodies.

Other birds fare no better – peacocks, pheasants, emus, turkeys, chickens, geese and ducks all endure miserable lives on crowded farms and painful deaths so that their feathers and down can be used in garments. Factory farming birds for their plumes like this also poses a huge risk to humans.

Experts warn that avian flu is on track to be the next pandemic, potentially even more deadly and destructive than COVID-19, which shut down the Brownlow Medal event for two straight years. Birds don’t want to be killed, and none of us wants to face another pandemic. Happily, you can help avoid both by asking award-night invitees to leave feathers for the birds.

Several AFL teams are named after birds. Allowing attendees of the Brownlow Medal Celebration to wear the cruelly obtained feathers of these sensitive, clever animals is a betrayal. The most beautiful thing the belles of the (foot)ball can wear is compassion.

Thank you for your time and consideration.

Sincerely,

Mimi Bekhechi
Senior Campaigns Advisor
PETA

Entities

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