



Kylie Watson-Wheeler  
President  
Western Bulldogs

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

Dear Ms Watson-Wheeler:

Greetings from People for the Ethical Treatment of Animals (PETA). **We have a suggestion that'll modernise Western Bulldogs' image: retire Caesar and Sunny and rename the club the "Western Mutts".** By not promoting [breathing-impaired dog breeds](#) (BIB), who are prone to an array of physical disabilities due to their purposely shortened snouts, you'd avoid normalising their suffering and instead help champion loveable and unique mixed-breed dogs, who typically live longer and are healthier than their flat-faced cousins.

Australia  
PO Box 20308  
World Square  
Sydney NSW 2002

08 8556 5828  
Info@peta.org.au  
PETA.org.au

By showcasing Caesar and Sunny at games and events and promoting their breeder, the team is – however unwittingly – supporting the intentional breeding of dogs with painful and debilitating deformities and encouraging people to buy dogs with extreme features that cause them to suffer. In fact, BIBs' drastically shortened airways cause an array of painful and distressing symptoms – including laboured breathing, snorting, gagging, and collapsing – and make dogs more susceptible to vomiting, exercise intolerance, heatstroke, and an early death. Such ailments not only hamper these dogs' enjoyment of life but also result in costly vet visits. Australian veterinarians report that these breeds cost twice as much as others on average, and sadly, as the cost of living rises, animals prone to health concerns are at a higher risk of being abandoned.

Veterinarians widely acknowledge the cruelty of breeding dogs with extremely exaggerated features that cause severe health problems. Norway and the Netherlands have imposed restrictions on breeding certain BIBs, and the Australian Veterinary Association has called for a ban on breeding or showing any dog with "a muzzle length less than a third of [their] skull length".

By relinquishing Caesar and Sunny's mascot duties to your willing human costumed mascots and renaming the team the "Western Mutts", you'd be taking a stand against the "pedigree" dog-breeding industry while championing the adoption of wonderful mixed breeds and other homeless animals. You could even – as Romania's Professional Football League has recently done, to international fanfare – dedicate some time during each game to showcase a dog from one of the country's many overburdened animal shelters and help save lives!

Thanks for your time and consideration. We'd gladly contribute to rebranding costs should you take up our suggestion. I look forward to hearing from you.

Sincerely,

Mimi Bekhechi  
Campaigns Advisor

Entities

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