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June 28, 2005

Rick Bogle
Founder
Primate Freedom Project
P.O. Box 1623
Fayetteville, GA 30214

Lori Nitzel
Director
Alliance for Animals
122 State Street, #406
Madison, WI 53703

Dear Mr. Bogle and Ms. Nitzel:

We have recently become aware of the efforts of your organizations to build a National Primate Research Exhibition Hall in Madison. While we believe that opposing the abusive treatment of animals is a noble cause, we find highly inappropriate the explicit comparisons your organizations have made in print, on the Internet and in public comments between animal research and the Holocaust.

It is disrespectful and offensive to compare the alleged mistreatment of animals with the enormous human suffering that took place during the Holocaust, in which 6 million Jews and 5 million others were murdered. To say that the exhibition hall will be another Holocaust Museum evinces a fundamental misunderstanding of the Holocaust.

We hope that you will follow the lead of People for the Ethical Treatment of Animals, which apologized last month for its "Holocaust on Your Plate" campaign, and cease using Holocaust imagery and references in your advertising and public remarks. Your objectionable use of Holocaust imagery ultimately taints your campaign and detracts from the message your organizations seek to convey.

We look forward to hearing from you at your earliest convenience.

Sincerely,

Mark Juster
Regional Board Chair

Lonnie J. Nasatir
Regional Director