

Action Alert! NBC's Today Show episode on great apes in entertainment

On April 7, NBC's Today Show aired an episode on great apes in entertainment, including an interview with Patti Ragan. Ragan founded the well-known and highly respected Center for Great Apes, a sanctuary for orangutans and chimpanzees who have been used in entertainment.

Unfortunately, including interviews from chimpanzee "trainers," the segment played more like an advertisement for apes on film, touching on only the financial costs of using great apes in entertainment, rather than the true story behind the lives of these individuals, before - and after - they are no longer young and "cute."

Watch the clip here. If this link does not work, visit <http://www.msnbc.msn.com/id/3032633/>, and scroll down to "Hollywood's Monkey Business".

The Today Show needs to hear about how uninformative the show was about the real plight of chimpanzees and orangutans used in entertainment. The "cute" chimpanzee sitting on Katie Couric's lap was a totally inappropriate prop for a very serious issue. Ask the producers to do a show about the truth of using great apes in entertainment - that these "actors" are babies, taken from their mothers at birth, subjected to being trained in unnatural behaviors, and that once they are adults and no longer manageable or desirable, their fate has historically included, for some, being sent to research facilities and shabby roadside zoos, but for all, a life condemned to imprisonment.

Please take a moment to contact the Today Show and ask them to never again use or support the use of great apes or any exotic animals in entertainment.

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