

# BOB BARKER TO STAMPEDE SPONSORS: NO PRICE IS RIGHT FOR ANIMAL CRUELTY

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NORFOLK, VA ([RPRN](#)) 02/09/12  
— TV Icon Joins PETA in Urging Companies to End Promotions of Deadly Rodeo

Just days after [speaking out](#) against The Price Is Right's recent promotion of the Calgary Stampede and Rodeo, iconic television host Bob Barker has fired off another letter on PETA's

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behalf to the event's main sponsors—including Bell Canada, General Motors of Canada Limited, Anheuser-Busch International, and TransAlta Corporation—to urge them to turn their backs on the notoriously violent and deadly rodeo. In the letter, Barker points out that horses routinely die in the stampede—one had to be euthanized on the first day of last year's spectacle, and six horses died in 2010's event alone. Many more sustain painful injuries.

"The Calgary Stampede has long been synonymous with animal abuse," writes Barker. "I hope you will agree that no animal deserves to suffer like this in the name of a tradition that should have died out with the covered wagon's last ride. My friends at PETA and I hope to hear that you will no longer sponsor this event."

For more information, please visit [PETA.org](http://PETA.org).

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### **About the author:**

For more information, please visit <http://www.peta.org>.

People for the Ethical Treatment of Animals (PETA), with more than 2 million members and supporters, is the largest animal rights organization in the world.

PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: on factory farms, in laboratories, in the clothing trade, and in the entertainment industry. We also work on a variety of other issues, including the cruel killing of beavers, birds and other "pests," and the abuse of backyard dogs.

PETA works through public education, cruelty investigations, research, animal rescue, legislation, special events, celebrity involvement, and protest campaigns.

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