

Tv Bureau Censors Peta's Seal Blitz Featuring Canadian Actor

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06/04/12 — Emmanuelle

**Vaugier's Hard-Hitting Video
Deemed Too Blunt for Canadian
TV**



The new PETA TV spot featuring Vancouver-born Two and a Half Men star Emmanuelle Vaugier won't be appearing on Canadian

television anytime soon, thanks to a rejection from the Television Bureau of Canada, which deemed the new spot too graphic to run. In the piece, available here, Vaugier explains that the Canadian government is spending millions of taxpayer dollars to subsidize the commercial seal slaughter even as the international market for seal products has disappeared. The Television Bureau specifically objected to two moments in the video: A bloody seal gurgles after being left to die by a sealer, and a sealer bludgeons two seals in quick succession.

"If the events in this video are too harsh for the Canadian government to broadcast, they should be too harsh for the Canadian government to pay for," says PETA Senior Vice President Dan Mathews. PETA had hoped to run the spot during financial programs such as CTV's Pattie Lovett-Reid Show and CBC's Marketplace but will now look into distributing the video online.

For more information, please visit [PETA.org](#).

Media Contact Name: Wendy Wegner

Media Phone: 323-210-2206

Media Web Address: www.peta.org

Company Web Address: <http://www.youtube.com/watch?v=Jzf-urY6E4w>

Main image credits: PETA

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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