

March 29, 2011

Bob Parsons  
CEO  
Go Daddy



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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Dear Mr. Parsons:

On behalf of PETA and our more than 2 million members and supporters worldwide, I am writing to present you with PETA's first-ever Scummiest CEO of the Year Award (your certificate is on the way). You deserve the award for your egregious disregard for the life of the elephant you shot and killed for your personal enjoyment on your hunting trip to Zimbabwe, as shown in the video and your comments posted on your blog. One wonders if the other two elephants who were shot at escaped unscathed and what part of you is missing that you consider slaughtering a highly social and intelligent being to be "exciting." Such behavior only shows a poverty of understanding and a deep insecurity, perhaps in your own masculinity. You have tried to mask this killing spree as some sort of helpful act—a fraud when effective, nonlethal methods are available to protect crops from elephants left hungry because of their disappearing habitat.

It is well established that elephants are capable of experiencing emotions, including joy, anger, grief, and sympathy. They reason and play, they use tools and have exceptional memories, and they form enduring bonds with one another. They work together and comfort and protect each other. They travel up to 30 miles a day, exploring and foraging. Elephant offspring stay with their mothers for many years—males for up to 15 years and females for their entire lives. Elephants have an extremely intricate communication system, using a combination of vocal, visual, tactile, and chemical signals to communicate, even over distances of up to 6 miles. Their mourning ritual over the death of a family member rivals any that we humans have developed. Who is mourning the elephant you butchered?

There are ample effective and nonlethal methods to deter elephants from destroying crops, including using chili-infused string and beehives on poles to create low-cost fences that can reduce human/elephant conflicts. The Wildlife Conservation Society's (WCS) Crop Protection Unit works to block elephants from raiding crops by banging bamboo and using spotlights. Since the WCS Crop Protection Unit started in 2003, no humans or elephants have died. In Kenya, the Laikipia Elephant Project is testing out collars for elephants that send a text message when they are getting too close to a farmer's fencing. Much like the WCS Crop Protection Unit, teams are then sent in to use effective tools to scare the elephants away. The idea that rich men descended on this area and were then begged by locals to come help them by killing the elephants is hard to believe.

Instead of acting like the "Great White Hope" for African villagers, perhaps you will consider using your money to fund humane solutions to human/elephant conflicts. Until that time, PETA will be ending our account with Go Daddy, taking our domain-name business elsewhere, and encouraging others to do the same. Please contact me at 323-644-7382, extension 23, or [TracyR@peta.org](mailto:TracyR@peta.org) if you have any questions.

Sincerely,

Tracy Reiman  
Executive Vice President

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS