



A N J E L I C A H U S T O N

January 26, 2012

Matt Ferguson, CEO  
CareerBuilder

Dear Mr. Ferguson:

I am distraught that CareerBuilder has decided once again to feature chimpanzee infants in its Super Bowl ad, despite the public outcry and the condemnation of every well-known primatologist, including Dr. Jane Goodall. So many advances in protecting chimpanzees have been made in the past few years, and many top ad agencies now refuse to use these animals. Why would you not choose to evolve with the rest of the industry? Even the federal government is set to lay off these sophisticated, social primates: In December, the [U.S. suspended all new experiments](#) using chimpanzees after appeals by everyone from astronauts to governors.

Having a monitor on the set does not forgive the fact that you have paid to have these bright and social young apes torn from their mothers and subjected to confusing and often abusive training. These animals will likely be sold after a few years to some cheap roadside zoo or traveling show, where they will be condemned to cramped cages, left to suffer from extreme loneliness and sink into despair. And for what? It is astonishing that you are unmoved by the videos, photographs, and case reports of what befalls these animals from the moment they are taken from their mothers to the moment they die. May I remind you of [this brief video](#) that I made for PETA?

Innovative companies use animatronics or computer-generated imagery. You could easily do that or find a more creative way to tout your services. May I please hear that CareerBuilder has thought better of this old-fashioned approach to advertising and will not air any more commercials that feature great apes? These chimpanzees are set to endure a lifetime of abuse for your 30-second spot—a point that no thinking person will find funny in the least.

Thank you for your time.

Sincerely,

Anjelica Huston