



"Embracing Innovation to Conserve the World's Animal Kingdom."

SUN INTERNATIONAL HEAD OFFICE
6 Sandown Valley Crescent
Sandton
Gauteng
South Africa

16 November 2015

Dear Sun International,

Sun International Promoting Wildlife 'Petting' and Breeding Farms

It has been brought to the attention (Reference Appendix 1) of International Wildlife Bond (and many others), that Sun International's business reputation is at risk from a continued association with wildlife petting and breeding facilities. Such facilities typically promote the "petting," "walking with" and "human interaction" with captive lions, cheetah, tiger, caracal, hyena etc.

Many fear that the income generated by facilities promoting such "human interaction" with wildlife has little benefit (other than to make a profit for a facility's owners). The 'petting,' 'breeding' and 'canned' facilities often fail for the following reasons:

1. The facility does very little for any given animals' medium to long term welfare;
2. The facility makes no long term contribution to any given species' welfare, despite deceitful claims to the contrary (ie. these facilities have no conservation value that has any scientific basis/significance);
3. Animals specifically bred to become used to human interaction are rarely able (when the effort is even made, which is rare) to be rehabilitated for any non-captive existence. If the 'petted' animal survives (see below), they will be doomed to a captive existence and all the variation in life quality that entails;
4. Cubs for 'petting' are often taken from their mothers to increase the mother's 'productivity' and thus produce more cubs to be exploited/profited from by unsuspecting ('duped') tourists and/or volunteer helpers;
5. Lion cubs held in petting facilities are often sold-on to 'canned' farms when the lions become too big for 'petting.' Once at the 'canned' farms, the lions are then 'sold' for trophy hunters to kill. The slain animal is skinned and beheaded as the hunter's

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'prize' as a show of the hunter's 'prowess.' Nothing could be more deluded – the lions are hand-reared and become used to a captive life, only to be suddenly released into a limited sized enclosure to be confronted with some amateur hunting enthusiast's onslaught by arrow and/or bullet. The animal victim dies in complete bewilderment and often in agony, as the hunter would not wish to 'spoil' their prize with a clean head shot (assuming the amateur hunter can even aim that well). The slain animal's body parts are then often sold for pseudo 'medicinal' purposes into Asia, thereby further increasing the 'canned' entrepreneur's profits;

6. The 'petting', 'breeding' and 'canned' farms are run as commercial businesses based on animal abuse and exploitation, pure and simple;
7. I could go on.....but I am sure you already know the true nature of the businesses Sun International is associating its business reputation with, but then again, perhaps not?

I urge Sun International to revisit its policy on working with any wildlife 'petting,' 'breeding' and 'canned' farms. Sun International's reputation as a desirable 'tourist' destination that does not unwittingly (or otherwise) 'dupe' its guests with 'dubious' wildlife activities/entertainment can be saved, if Sun International quickly and publically seeks to disassociate itself with the deceit of such facilities' animal exploitation and abuse.

In the meantime, I wish Sun International every success with attracting general tourists interested in viewing the magnificent African wildlife in an ethical, non-invasive manner that does not exploit, or seek to kill animals for pleasure/trophies/profit.

Yours sincerely,

Stephen Alan Wiggins

Founder of International Wildlife Bond (IWB)

Reference: <https://iwbond.org/2015/09/25/the-lion-cub-con-in-canned-farms/>

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Appendix 1

Price list for 2015
Website: www.ukutatravels.com Email: res@ukufula.com Tel: (014) 557 1933 / 073 272 1397

DAY VISITORS:

LION INTERACTION PROGRAM
Monday – Sunday @ 10:00 & 14:00
R 900.00 p/adult
R 650.00 for children under 10 years of age.
R 400.00 for children under 5 years of age.
Includes: Transport, tea, coffee & light refreshments, interaction with young lions and a guided tour to the lion, cheetah, tiger, caracal and hyena enclosures.
(Program is approx. 2 hours).

LION INTERACTION PROGRAM + WALKING WITH LIONS
Monday – Sunday @ 08:00 & 14:00
R 1250.00 p/adult
Includes: Transport, tea, coffee & light refreshments, interaction with young lions, a guided tour to the lion, cheetah, tiger, caracal and hyena enclosures and a guided bush walk with lions.
(Program is approx. 3 hours).

MEALS

• Breakfast	- R 150.00p/p
• Lunch	- R 130.00p/p
• Dinner	- R 215.00p/p

PRIOR BOOKINGS ARE REQUIRED FOR ALL ACTIVITIES AND MEALS

Tel: +27 (0)14 557 1933 Cell: +27 (0)73 272 1397
The Farm Klipkop 411JQ District Brits, North West Province
Postnet Suite 272 Private Bag X5091 Brits 0250
GPS Co-Ordinates: South 25 31' 19.0 East 27 40' 25.3

The Palace
Sun City
THE LEADING HOTELS OF THE WORLD
Sun International
402

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