



Graphic and Controversial Commercials on CNN & Fox News Accuse California Rodeo of Animal Cruelty; Ads Call Rodeo 'Un-American,' Ask Viewers Not to Attend

SALINAS, CA--(Marketwired - Jul 16, 2015) - California Rodeo Salinas, the state's most prominent rodeo and one of the biggest in the nation, is the target of a series of graphic television commercials airing on CNN, Fox News and MSNBC asking people to not attend the rodeo because of rampant and deadly animal cruelty. The rodeo runs through July 19th.

It's the largest paid TV campaign ever used to dissuade consumers from attending a rodeo. California Rodeo Salinas is also being sued for underreporting injuries and deaths to the state of California.

Last Chance for Animals (LCA), an international animal protection group based in Los Angeles, purchased the airtime to reach Comcast Cable, Direct TV and AT&T households throughout the San Francisco Bay Area, including Salinas and Monterey.

Spots can be viewed at: <https://www.youtube.com/user/LastChanceForAnimals/videos>

In one ad, a steer is run over, its neck fatally broken. Another spot shows a horse killed after being ridden. The ads call rodeos "un-American."

SHARK (SHowing Animals Respect and Kindness) provided the undercover video. Shark has documented injuries to more than 40 animals at the Salinas rodeo over the past two years -- including some that led to deaths -- but the rodeo has only reported four of those in an attempt to hide the danger and cruelty to animals. More details can be found at <http://shameonsalinas.com>.

"LCA is sponsoring this massive advertising campaign to inform the public that rodeos, in this case, the California Rodeo Salinas, should not be attended because of the horrific abuse and torture inflicted on animals. The use of captive animals, whether in rodeos, zoos or aquariums, for so-called entertainment, must come to an end. We are doing all we can to end this barbaric practice," said Chris DeRose, president of LCA.

"Forget the myth of rodeos as all-American sport. Modern rodeos are cruel and deadly for animals. Anyone with a heart knows it's wrong to clothesline a baby animal, body slam it to the ground, tie its legs so it can't move, and drag it by the neck. If this were done to a puppy or kitten, the offender would be charged with a crime, and likely jailed. In rodeos, however, it's called calf roping, and supporters claim it's a sport," said Steve Hindi, president of SHARK.

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