Dear INSERT COMPANY NAME,

As a customer of your company, I am writing to you to in the hope that you will consider joining a new initiative that I feel will resonate with fellow customers and help create a kinder world for animals, something that I am sure we all want.

The Business Without Blood Sports pledge was launched this year with over one hundred companies already signing up, including large businesses such as green energy supplier Ecotricity. The pledge costs nothing to join and promises customers that a business in no way supports or enables cruel ‘sports’ such as fox hunting. The vast majority of the UK public are opposed to such barbarities and signing the pledge will align your business to this public sentiment as well as strengthening the collective voice calling for a proper ban on this cruelty.

Companies thrive when their ethical values reflect those of their customers, and animal welfare issues are now a priority concern with the public, the value of which is increasingly recognised by business and enterprise. I believe that declaring your business free of blood sports will be viewed positively by consumers, who are more frequently looking to businesses to help them be more ethical in their daily lives and build a shared purpose that reflects their personal values and beliefs.

The pledge is run by the League Against Cruel Sports, the most influential charity operating in this sector in the UK, and an organisation that already this year has succeeded in getting cruel snares banned in Wales, and a proper fox hunting ban in Scotland, preventing suffering for countless wild animals. Signatories to the pledge will enjoy the benefits of a relationship with a charity which has a large supporter base and publicity through their website and social media platforms.

Along with many of your customers, I would be delighted if you would take this opportunity to demonstrate that businesses, like the public, are opposed to animal cruelty and want a better future for our wildlife. You can find out more information about the pledge [here](http://www.league.org.uk/media/filer_public/45/38/4538d668-58dc-4fff-8919-1eb25cbac931/pledge_brief.pdf) or by visiting [www.league.org.uk/pledge](http://www.league.org.uk/pledge) where you can also complete a form to join the pledge.

If you would like to discuss this further, you can also contact the League Against Cruel Sports directly by emailing [pledge@league.org.uk](mailto:pledge@league.org.uk).

Best wishes,

INSERT YOUR NAME