



SCOTTISH SPCA
Scotland's Animal Welfare Charity

Julia Hartz,
CEO, Eventbrite.
10-11 Charterhouse Square,
London
EC1M 6EE
20th February, 2020.

Dear Julia,

We are contacting you following letters sent by the RSPCA and Scottish SPCA in January regarding the dog trainer Jeff Goldman. Unfortunately neither organisation has had a response to our concerns.

In our previous letters we drew attention to several videos showing methods and equipment being used by Jeff Goldman which have the potential to cause unnecessary pain, distress and suffering. These methods and equipment are often referred to as aversive training techniques and include electronic collars and prong/pinch collars.

As welfare organisations with specific expertise and extensive practical experience in dog training and behaviour, we have significant concerns about aversive training techniques as they cause pain and distress and can compromise welfare. In addition, they may worsen the behavioural problems they aim to address potentially placing owners at risk and/or can result in the unintended consequence of generating other unwanted behaviours associated with the negative experiences suffered during the application of the aversive methods.

There has already been significant media coverage, particularly in Scotland, around this trainer and his proposed event. Both organisations have also been contacted by large numbers of supporters asking that we do something to prevent this event from taking place.

We remain hopeful that given the information sent by both organisations, the potential risk this event poses to animal welfare and the possible reputational risk for yourselves in promoting this event will lead you to cancel with immediate effect. This would send a very clear message that the use of these techniques is wholly unacceptable with no place in modern day society and in no way should their demonstration be considered entertaining.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Chris Sherwood'.

Chris Sherwood,
Chief Executive, RSPCA (England and Wales).

A handwritten signature in black ink, appearing to read 'Kirsteen Campbell'.

Kirsteen Campbell
Chief Executive, Scottish SPCA