



Tidings of comfort and joy?

...Not for reindeer used in festive displays and parades at Christmas.

Every year, across the country, shopping centres, garden centres, and public streets and squares are scenes of distress and exploitation for reindeer.

Public and retail spaces are well known to be busy, noisy, and overwhelming in the run-up to Christmas. This is particularly true if you're a reindeer who's been bred on a farm to be rented out and used as decoration during the festive season.

Reindeer are wild herd animals, and being ripped from their family and put on display in a small pen in a crowded environment is extremely distressing.



We're calling for an end to live animal displays, and you can help.



The life of a reindeer in captivity is no life at all. During the festive season they are subjected to regular, cramped, and lengthy travel, only to be displayed in stressful environments, and often forced into direct contact with the public. The rest of the year is no better. Animal Aid has investigated reindeer farms and discovered:

- Signs of ill health, such as fur-loss, skin abnormalities, and heavy diarrhoea
- Overcrowding in pens and sheds in which animals are stored off-season
- Concrete yards used to house animals, with no opportunity to graze
- And deliberate, violent abuse – one handler was captured on camera kicking and shouting at reindeer

Experts have flagged severe concerns about the effects of this industry on the animals it uses, including demonstrable signs of stress, skeletal abnormalities, and poor diet leading to ill health, and even death.

How can you help?

- Boycott events that use live reindeer
- Report such events to Animal Aid, so we can contact the organisers

Find out more at animalaid.org.uk

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Animal Aid exposes and campaigns peacefully against all animal abuse and promotes a cruelty-free lifestyle.

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