



Rodeo Education Campaign

September 20, 2007

Mike Burgo
Operations Manager
Gary Barbera's Dodgeland
7810 Roosevelt Blvd.
Philadelphia, PA 19152

VIA FACSIMILE (215) 333-1978 and FIRST CLASS MAIL

Dear Mr. Burgo,

Thank you for taking the time to speak with me yesterday and today regarding Gary Barbera's Dodgeland's withdrawal of support of the Liberty Pro Rodeo.

As we discussed, this year's Liberty Pro Rodeo program contains a full page ad from Gary Barbera's Dodgeland. The ad was located in what appears to be a prime spot: opposite page C-8 at the beginning of the program. In fact, the ad is the very first one in the insert. I included a copy with September 18 letter, but for your convenience, I will attach another copy here.

You have explained that Gary Barbera's Dodgeland withdrew its support of the Liberty Pro Rodeo as previously promised and speculated the inclusion of the ad was a Shriners' mistake. I called Harry Reiter, Lulu Shrine Rodeo chairman, yesterday for a response or explanation of the alleged error, but he refused to comment either way.

I also spoke with Jackie, assistant to Gary Barbera, yesterday about this situation. She promised to follow up with the Lulu Shrine Temple to determine what had happened and she agreed to send a written explanation to me.

As of this letter, I have not received anything from either Gary Barbera's Dodgeland or the Lulu Shrine Temple regarding the advertisement. As a good faith gesture - pending receipt of written documentation - we have temporarily updated the website www.BarberaBrutality.com to include Gary Barbera's Dodgeland's verbal assurances that the Liberty Pro Rodeo ad was an error. We ask that you fax any documentation to me at 866-644-6381 by end of business tomorrow, September 21, 2007. If for any reason you are unable to provide the documentation by tomorrow afternoon, please let me know. Thank you for your attention to this matter.

Sincerely,

Marianne Bessey

Attachment
