



March 8, 2007

Diane Garnett
President
The American Rottweiler Club
4300 Trenton Lane #15
Plymouth, MN 55442

Mr. Vince McMahon
Mr. Gary Davis
World Wrestling Entertainment, Inc.
1241 East Main Street
Stamford, CT 06902

Re: Breed Profiling/Discrimination

Dear Sirs:

I am writing on behalf of the members of the American Rottweiler Club, the American Kennel Club's parent club for the breed, and the thousands of responsible owners of the Rottweiler in the United States, Canada, and abroad, to express our extreme concern about the WWE's portrayal of the Rottweiler as "vicious".

The American Rottweiler Club, like WWE, works hard to overcome bias and public misperception about our breed. It was especially disappointing to learn that WWE has chosen to promote John Cena as "*Top Dog*" in the upcoming issue of WWE Magazine by engaging in the shameful practice of breed discrimination.

"What's the best way to defend your title other than having two vicious Rottweilers at your side?" asks Rob Bernstein, WWE Deputy Editor, on camera in the *Inside The John Cena Issue* promotional trailer for the WWE Magazine issue featuring John Cena as *Top Dog*.

Mr. Bernstein's irresponsible and unfortunate use of the word "*vicious*" to describe Rottweilers is highly inflammatory and deeply damages the reputation of our breed and their owners. Rottweilers are more than the stereotype portrayed by the media, Rottweilers are also a family dogs, therapy dogs, and service dogs.

Inflammatory comments like those made by Mr. Bernstein and other media outlets only serve to reinforce the negative stereotype of the Rottweiler in the minds of the public, and drive deeper the already overwhelming prejudice against these amazing dogs.

Like racial profiling for dogs, breed discrimination and breed profiling have had a profound and deeply negative impact, and unfortunately, it is the dogs that ultimately pay the price.

Across America and around the world, Rottweilers have been maligned, targeted and banned in many towns and cities, a result of discriminatory, anti-dog legislation that is driven largely by the media and owners who don't understand the need for a socialized powerful dog. Over 5,000 Rottweilers are needlessly euthanized each year.

In a recent series of incidents, the disabled with certified Rottweiler service dogs have been verbally assaulted in retail stores. Just last week, a manager at a large national retail chain store demanded that one of our members, a woman in a wheelchair with her service dog, Rain, leave the store. He screamed at her for over 40 minutes to remove her "*vicious*" dog. She had to call the police to assist her.

Verbal assaults, loss of housing, loss of insurance coverage, even physical violence against Rottweiler owners are not unique experiences, and are directly attributable to negative breed stereotypes in the media, which are so pervasive.

It is highly critical that good dogs and good owners do not suffer as a result of Mr. Bernstein's damaging remarks on the WWE *Inside The John Cena Issue* promotional video, which has no doubt been viewed thousands of times since its launch on January 22, 2007, and has been reinforced through WWE Magazine's John Cena *Top Dog* issue, seen by hundreds of thousands of readers and fans.

We understand that WWE has agreed to pull the *Inside The John Cena Issue* video, however, as of last evening, the video was still online, still available for viewing or storage, and the WWE Magazine *Top Dog* issue is on the stands.

Our experience dictates that the cascading **negative and permanent impact** of such widely seen WWE media coverage of John Cena with **"two vicious Rottweilers"** includes an:

- Increase in the number of WWE/John Cena fans who want "two vicious Rottweilers"
- Increase in the number of puppies bred by backyard breeders to supply the demand for people who want "two vicious Rottweilers" like John Cena
- Increase in preventable dog bite incidents by unsocialized, ill-kept dogs
- Increase of the negative stereotyping by the media
- Increase in discriminatory, anti-dog legislation
- Increase in the frequency of assaults on dog owners and dogs by a fearful public
- Increase in the frequency loss of housing
- Increase in the frequency of cancellation of homeowners insurance policies
- Increase in the number of Rottweilers surrendered to shelters due to loss of housing, cancellation of homeowners insurance, discriminatory breed band or behavioral issues
- Increase in the numbers of Rottweilers needlessly euthanized

While we cannot turn back the hands of time, we ask your kind cooperation in working with us to help right this wrong, and take the necessary steps to correct the damage caused to the breed, and to the thousands of responsible Rottweiler owners. We ask that the WWE consider the following corrective steps:

- Issue an immediate retraction and apology on the WWE website and in the next issue of WWE Magazine
- Place a statement about responsible dog ownership on the WWE website and in the next issue of WWE Magazine
- Run PSA Web Banners and PSA Print Ads supporting *The Campaign For Responsible Ownership* on the WWE properties, the website and WWE Magazine
- Help Rottweilers in need by donating in the name of WWE or John Cena to:
 - The Rottweiler Rescue Foundation
c/o Chip Chaney
5014 Granger Ct.
Indianapolis, IN 46268

Certainly, John Cena and the Rottweiler are champions in the ring, and should be celebrated for their strength, prowess and determination, but also recognized for their strength of character.

Going forward, we would love to work with the WWE to bring about a more positive approach, promote a message of responsibility, and help show your viewers, fans and the public that Rottweilers, WWE and John Cena are indeed *Top Dogs*.

Thank you in advance for your sensitivity and kind cooperation in addressing this important matter. Please contact me directly at 763-232-0122 to schedule a time to talk at your earliest convenience.

Sincerely,

Diane Garnett
President