

SHARK (SHowing Animals Respect and Kindness)  
PO Box 28 • Geneva, IL 60134 • [630-557-0176](tel:630-557-0176)  
[www.sharkonline.org](http://www.sharkonline.org)

June 9, 2015

Flossie Ale  
Director, Dream Park Equestrian Center

Dear Ms. Ale,

I am the investigator for SHowing Animals Respect and Kindness (SHARK) who filmed the rodeo held at the Dream Park on May 17, 2015. I have read your reply to our video exposing the animal cruelty committed at the event, and am sending you and the Gloucester County Freeholders this letter, as there are serious issues regarding the rodeo which must be addressed.

First, I want to thank you for acknowledging that what happened to the bull who was shocked was *"cattle prod abuse"* and that you would *"...never tolerate such cruel conditions for any animals to be treated like that."*

It is important that you understand that the video we posted online was only a fraction of the video we have from that event, and that we have footage of rodeo personnel wielding the electric prod against three other bulls. Moreover, the electric prod was neither hidden nor used in secret, and was in public view for the entire event.

You stated in your letter that you met with the stock contractor three years ago before you accepted the event. We would like to know what specific contractor you met with and where their facility was. We raise this question because you state that the rodeo was *"Rancho San Isidro,"* which is located in New Jersey, yet the trailer used to transport the animals had listed *"Mexico Promotions,"* which is based in Illinois, and that the bulls were from *"Los Tsunamis."* According to their Facebook page, <https://www.facebook.com/LosTorosTsunamis>, *"Los Tsunamis"* is part of *"Rancho 4 Potrillos,"* which is located in Wisconsin.

Here is a picture of the trailer at the Dream Park.



In fact, we found a video published on May 14, 2015, showing this same trailer leaving "Rancho 4 Potrillos" and on its way to the Dream Park.



A screen shot from the video posted showing the trailer leaving Rancho 4 Potrillos <https://www.facebook.com/disenos.rules/videos/vb.100005994752633/348789831997506/?type=2&theater>

Although the translation of the text accompanying the video may be awkward, it states that these bulls are heading to the "plaza san isidro" event held on the 17th, which was held at your facility.

*"The Gods of the ocean, the bulls tsunamis from Pedro Segura already with heading to New Jersey with all his power led by "the chameleon, and the Lord of the heavens" the date is this Sunday in the plaza san isidro. Jaripeo with the seal of Rodeo Tierra Caliente!!"*

*Did you inspect the animals at the "Rancho 4 Potrillos" compound in Wisconsin three years ago? If not, then you did not inspect the animals that were used at the Dream Park.*

It is highly possible that you have been misled by those who contracted with the Dream Park regarding the source of the animals. We therefore suggest that you investigate this and, if wrongdoing has occurred, that you hold the appropriate parties responsible. We are also requesting that you provide us with all of the contracts and documents associated with this event so that we may conduct our own investigation.

From your letter:

*"I was not on site for the May 17th show. I did have staff that evening and the staff did not witness this cattle prod abuse but they may have been on another task at the time the one bull had a prod used on it."*

Are you claiming that your staff did not see this large electric prod by the bull pen, which was left out in the open for anyone to see? And if they did see it, what did they think it was going to be used for? Considering how widely it was used, including being thrown from one rodeo worker to another, it is simply not reasonable that your staff did not see it - unless they purposely avoided any inspection of the event at all.



You admit the use of the prod was “*cruel*” and that is correct. Therefore the contract signatories must be held accountable for that cruelty. That is why we have called on the Gloucester County government to have charges of animal cruelty brought against the responsible parties.

*"In regards to the alcohol that was spoke of, Rancho has always filled out an alcohol permit and is approved by ABC which is the Division of Alcoholic Beverage Control in Trenton, New Jersey"*

Thank you for that information. SHARK will be sending the video to the Division and ask that future permits not be approved based on the inappropriate use of alcohol at the event. However, that does not excuse the Dream Park or Gloucester County government for allowing the completely irresponsible abuse of alcohol by rodeo workers, including the one man who was drinking a beer while operating the electric prod, and the other who was sitting on the fence and kicked the bull in the head.

It cannot be overstated how prevalent the use of alcohol was at the event by those associated with the rodeo. Beer cans where strewn everywhere and was being sold to rodeo personnel right by the arena fence. This use of alcohol was incredibly reckless and dangerous, especially with all the children present.



*One of the rodeo personnel purchasing a beer while sitting on the bull pen gate.*

That you had staff present, who took no action against any of the numerous inappropriate behaviors regarding cruelty to animals and the abuse of alcohol is appalling. It is unfathomable that they saw none of this unless they deliberately chose not to see it. Therefore I am asking you for a picture of the staff who were present, so that I may look through the video I took and see if they did indeed witness the abuse and did nothing to stop it.

*"As for the arena being hot and bulls overheated is just not the case."*

I can personally testify to how hot and uncomfortable it was in the arena that day. The fact that a number of bulls were frothing from the mouth before being used in the rodeo is also a testament to how hot it was. You also saw how one of the bulls collapsed during the riding event. From what I witnessed from being at the event, the conditions were very poor and the bulls did not look well at all.

Did your staff not see the bull collapse on the arena floor? This was a major event during the rodeo. Did they not care about getting that animal, who was clearly in distress, medical attention?

Regarding the tying of the bulls to the fence, this is not normal behavior for a rodeo. In most rodeos, the bulls are allowed at least some movement, but at the Dream Park they were tied so tightly that they could barely move their head.

Your statement that *"Safety is extremely important to us for the bulls and also for the public,"* flies in the face that people were allowed to go right up to the tied bulls, touch and even torment them, which I personally witnessed. The bulls weren't the danger at the event - it was the crowd and personnel under the influence of alcohol that presented the real danger, yet it was the animals who suffered.

None of what I filmed was hidden. All I did was take out my cell phone and film what was in public view for anyone to see. It was if the rodeo personnel felt they could do whatever they wanted with no fear - and I am sorry to say that they were right; if I had not been there with my camera, they would have gotten away with all of this.

SHARK wants to meet with you and the Gloucester County Freeholders to further discuss this issue. To that end, I will personally deliver this letter, along with a DVD containing additional footage from the rodeo, to the freeholder's offices on Thursday June 11th.

I want to state, in conclusion, that we did not show up at this rodeo on a lark; we received a tip from someone who had been to past such rodeos and who was disgusted by the cruelty that they had witnessed. As you saw in our video, they were correct that this rodeo was abusive to its animals.

We sincerely hope that Gloucester County will never allow this rodeo back on your property. We are also requesting that the next time any similar type of event is held,

that SHARK be invited in to film and observe it, as it is clear that Dream Park staff were not able to spot the abuse that occurred openly at the May 17th event. If not for SHARK, this cruelty would never have been exposed.

Sincerely,

Stuart Chaifetz  
Showing Animals Respect and Kindness

[CC: Gloucester County Board of Freeholders](#)