

## Peta's 'teenage sex' ad for pet neutering banned in UK

Written by Staff Writers | Bignewsnetwork.com

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London, Aug 26 : A provocative television commercial by PETA that makes a satirical comparison with teen sex in order to promote the spaying and neutering of dogs and cats who face an uncertain future in severely crowded animal shelters has been banned by the advertising authority Clearcast.

The ad called "Sex Talk" has been considered "unacceptable on the grounds of offence".

The 30-second spot features a couple who encourage their teenage daughter to become sexually active.

The girl in the ad asks: "But what if I get pregnant?" and her parents urge her to have "all the kids you want. We can leave them in the shelter, dump them in the streets... whatever!"

The advert concludes: "Parents shouldn't act this way. Neither should people with dogs and cats. Always spay or neuter."

"Just as responsible parents would never encourage their children to go out and have unprotected promiscuous sex, responsible guardians must do the right thing for their animal companions and have them spayed and neutered," the Scotsman quoted Poorva Joshipura, director of special projects at Peta, as saying.

"No-one should be bringing more animals into the world when so many are dying for lack of a good home," she added.

PETA insists that the ad has aired in several markets across the US without any problems.

Source: <http://feeds.bignewsnetwork.com/>

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