



## The Kendall Project

### Mission Statement

The goal of the Kendall Project is to prevent the use of great apes as props/in unnatural settings for the purpose of entertainment and advertising by doing the following:

- I. Educating people about great ape biology, husbandry, and their status in the wild, emphasizing the connection between people and great apes.
- II. Providing the public with facts about the misuse of apes as "props" in the entertainment business, including information about specific individuals who were once a part of the industry and how it has affected their lives.
- III. Raising funds for other organizations working to promote the welfare of apes in the entertainment industry; particularly organizations that can provide appropriate housing and social groupings for "retired" entertainment apes.

## Kendall's Story

Becky Kloepfer

The Kendall Project was inspired by a truly remarkable chimpanzee named Kendall. Here is Kendall's story.

Kendall chimp was born on May 31, 1999 at a facility that breeds chimps to be used in entertainment, primarily in the private party setting. As an infant he was hand-raised by people to be later used in the entertainment industry. He was then sold to Birds and Animals Unlimited, an organization that trains a variety of animals, including chimpanzees, for use in movies, television, and live animal shows. Kendall became famous at the ripe old age of four; some may remember him as the chimp that selected the winning number for Pepsi's Billion Dollar Sweepstakes. As a young chimp, he learned skills such as waving and smiling, swinging on a swing, and bowing. He even appeared on the Oprah Winfrey show.

When Kendall was about seven, his trainers noticed that he was beginning to challenge them when they took him out to do his shows. They realized that if he was beginning to challenge those he knew best, what could he do to audience members? Chimps are, pound for pound, about seven times stronger than a person. So, a 60 pound chimp could potentially seriously injure an innocent spectator.

Kendall was retired from shows. His trainers tried to spend as much time with him as they could, but with many other animals under their care and a busy show schedule, Kendall began to fall by the wayside. He was spending his days in a small holding area with limited toys, bedding, and of course, no other chimpanzees.

In 2006, Kendall's situation came to the attention of members of the Chimpanzee Species Survival Plan, a conservation and science program of AZA that promotes the well being of captive chimpanzees through advancements in care, research, and education. They arranged to place Kendall at the North Carolina Zoo (an AZA accredited institution), with the hope that he could be integrated into a group with 13 other chimps.

Kendall has a long, hard road ahead of him. He has little knowledge of how to deal with aggression and is terrified of the natural aggression chimps normally display towards newcomers. He has to learn social skills that most chimps learn when they are very little, such as submissive and reconciliative behaviors, without which he has no hope of being able to live safely with other individuals. His age is also working against him. Chimpanzees are extremely territorial, and live in a society where it is only acceptable for females to move in between troops, namely to mate. When male chimps reach a certain age (about 6 or 7, as their secondary sexual characteristics begin to develop), they become subject to severe aggression, sometimes resulting in death, if they attempt to move into the territory of another troop's range. Kendall is currently nine years old.

As far as chimps in entertainment go, Kendall came from a decent situation with caretakers who loved him and treated him as best as they were able. He also did have a decent diet and regular visits with a veterinarian. His owners were willing to release him to an AZA accredited zoo that could meet his species-specific needs. He has great strides to make in order to be able to live with other chimps, but for the most part, he is a very lucky guy. Many other chimps in show business aren't so lucky. They often live in horrible living conditions such as small cages and are "trained" using shock collars, as they are so strong and unpredictable.

## **(Kendall's Story cont'd)**

The often receive a poor diet, as well as little or no medical care. And, like Kendall, even if they are rescued and put in better situations, they have spent most of their lives living as a human and thus have no idea how to live around other chimps.

At the Kendall Project, we support organizations whose primary goal is to stop the use of chimps and other primates in the entertainment industry. We are NOT an anti-captivity group. We believe that organizations such as AZA accredited zoos, the Chimpanzee Species Survival Plan, and many great ape sanctuaries have made great strides in educating the public on chimpanzee natural history and conservation, and the animals in their care serve as "ambassadors" for their wild counterparts, thus promoting an appreciation for wildlife and the desire to conserve wild chimp natural habitat. Please support your local AZA Zoos and organizations that promote conservation and welfare of both captive and wild apes and monkeys.

## **NC Zoo Volunteers make a difference**

On October 9, 2008 The North Carolina Volunteer Society held their monthly meeting and graciously made time for a presentation by the founders of The Kendall Project. The presentation was one that we hope will be the first of many more to come. Educating the public about Apes in Entertainment is one of our top priorities, and getting the input from the NC ZOO Volunteers was incredibly important to all of us.

The Volunteers at the NC ZOO are good will ambassadors and their job is somewhat all encompassing; bringing together keepers, education, development and guest experience.

While preparing for our presentation it was obvious to us that we were going to be presenting to a group that may already have background information on all of our chimps and maybe some background information on Kendall. So coming up with this presentation was different for us. It was not just presenting to our volunteers it was more like presenting to our friends.

The presentation was made after the business portion of the meeting and we were met with a very warm welcome.

At the end of the presentation while the question and answer period was starting we were amazed to have one of the volunteers motion that the volunteers donate \$500.00 to The Kendall Project. The motion was then seconded and passed. The \$500.00 was the FIRST donation made to The Kendall Project. Shortly after the check was handed to us a handful of cash also made its way to us from other volunteers.

The more than generous donation made was taken to NC ZOO Society office and, amid hugs and congratulations, was put into an account that will be set up especially for The Kendall Project.

The Kendall Project would like to thank the NC ZOO Volunteers for their contribution and continued support. -BECKY, BETH & KELLY

## Article Alert

Kelly Murphy

In our search for material for the newsletter we came across several articles written about apes in the entertainment industry.

Here are just a couple of those article as well as a great article that highlights the amazing work being done by Patti Ragan at the Center for Great Apes in Florida.

We hope that you find these articles educational and inspirational.

Please see attached articles.

## Kendall Update

Becky Kloepfer

October 15, 2008

A little update on Kendall...Kendall has made some big strides over the past couple of months. In early September, Kendall went through introductions with Betty, a 36 year old female who has been at NCZP for over 30 years. Betty was once a mid-ranking female whose status in the resident group had declined with the addition of juvenile males Lance and Sokoto. Shortly after they joined the group, we observed that Betty was getting picked on by the young males pretty much constantly. Jon and Maki, Kendall's previous companions, were put back in with the resident group of chimps on a permanent basis shortly before, so Kendall was only living with Tammy prior to the addition of Betty. Our plan with putting Betty into the group was not only to give Kendall the chance to learn social skills from another chimp, but to give Betty a break from her harassment. Within a few days we observed Betty and Kendall interacting; tentatively embracing and playing. Although their interactions over the next few weeks were brief, Kendall and Betty shared space well. However, Betty quickly took advantage of her freedom from Lance and Sokoto and quickly began to try to work her way to the top of the ladder again, and she tried several times to dominate Kendall. Kendall held his own very well, and we saw him "display" at Betty! His displays are very small and unimpressive, but they seemed to do the trick. We observed Betty back down from Kendall several times.

In early October, we placed another new chimp in with Kendall's group, Amy. Amy is Betty's daughter and is another very low ranking female within the resident group. Amy has a tendency to take advantage of other chimps if it means increasing her own standing within the group. There were few minor altercations between Amy and Kendall, with Betty always backing up Amy and Tammy always backing up Kendall. Kendall was more fearful of the Amy/Betty duo than he was of each of the girls on her own, and so he quickly became the low man on the totem pole once again. He's still pretty nervous around Amy, but has since been observed positively interacting with Betty. We understand that Kendall and Amy's relationship may take time to develop, and since their brief scuffles they have been sharing space well.

## **New Web Store**

**Kelly Murphy**

Our Web Master has done an outstanding job of keeping our website up to date as well as adding some great new areas. Recently we have just added a Web Store where everyone can check out the latest merchandise we offer. At this time we are offering hand bags and messenger bags in a variety of colors and materials. Becky, our resident bag maker, is great mixing and matching exterior/interior fabrics. So if you are not sure what type of material you would like or what color... live on the "wild" side and just let Becky know your favorite colors and watch the master at work. We still have items for sale on café press and are hoping to come up with some new items to add to our Web Store. So stay tuned for more information as the holidays approach.

<http://www.cafepress.com/kendallproject>

## **Kendall Project Brochures**

**Beth McChesney**

The Kendall Project is very excited to be working on a new brochure to spread the word about Kendall and the plight of apes in the entertainment business. The brochure will have Kendall's story, issues surrounding the use of apes, contact information for the website and a cut out wallet card listing companies who have made the decision to never use apes in their advertisements. If anyone knows of any of these companies not listed on the website please let us know so we can add them before printing. If anyone also knows of locations we can place brochures or groups that would enjoy hearing a talk about the Kendall Project that would also be appreciated. Thanks again and make sure to spread the word!!

## **A Note of Thanks**

We would like to thank you for your interest in The Kendall Project. The three of us are so excited about the response we have received so far from everyone we have come into contact with while telling Kendall's story.

If you know of any groups, clubs or memberships who would be interested in hearing Kendall's story please don't hesitate to contact us at:

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