



Dear Friend of Cats Aren't Trophies,

I can't believe the nonsense coming out of the No on 127 campaign. Lies and more lies. Complete disrespect for wildlife and infectious disease experts.

That's why we are rolling out a new ad today. Colonel Tom Pool, DVM, MPH, and the former leader of the tri-service U.S. Army Veterinary Command, is calling out their falsehoods and fictions.

“Opponents of Prop 127 are deceiving you,” says Col. Pool, who is a hunter and a rancher as well as one of the most credible veterinarians in the United States. “Mountain lions are the best tool for controlling Chronic Wasting Disease in deer and elk. The march of the disease could end deer and hunting. Wild cats bring balance to nature, and as a fair chase hunter and veterinarian, I cannot stomach shooting a treed cat at point blank range.”

You can watch the ad [here](#).

But there's one problem. We started running the ad in Denver, Colorado Springs, and Grand Junction today, but if we don't secure more financial support, it will be taken down soon. We need \$100,000 within days to keep it playing.

I am outraged about the nonsense from the trophy hunting crowd. I want to take head-on the phony claims in the opponents' advertising. They are spreading their lies with millions of dollars, including another \$500,000 that we learned about just yesterday.

[Please donate today!](#)

False claim: Lions are “decimating” the mule deer herd in the state.

Fact: Mountain lions and deer evolved together. All mainstream wildlife professionals at the state and federal level dispute the notion that predators destroy their prey population. And in this case, as Dr. Pool notes, mountain lions are the best friend deer and elk have. They cleanse deer and elk populations of deadly and incurable Chronic Wasting Disease, removing doomed and infectious animals from the population.

False claim: Trophy hunting is already banned in Colorado.

Fact: There is no statute or regulation in the state that says anything about banning trophy hunting. Trophy hunting is perfectly legal in Colorado, and there is a tiny segment of the larger hunting community obsessed with obtaining a nose-to-tail trophy of a lion. Most of the successful trophy hunters shell out \$8,000 to a hunting guide, who maintains the dog packs,

drones, and GPS equipment, and sets up a point-blank shot at a lion clinging to a tree branch. These hunting guides tout their promotions of “trophy hunting,” and they are explicit about it.

False claim: Packs of dogs are needed to allow for sex selection of male lions so hunters don’t shoot the females.

Fact: If it’s their game plan to reduce the number of females killed by eyeing the cat cornered in a tree, I can assure you it’s not working. During the 2023-24 lion-hunting season, 47% of the 501 lions shot by trophy hunters were females. Many of the females had dependent young tucked away in a den or roaming on their own. The shooting of these females dooms the family group.

False claim: Wildlife experts decide wildlife policy in Colorado.

Fact: It was the state legislature that authorized mountain lion hunting in Colorado, and it’s the Colorado Wildlife Commission, a policymaking body appointed by seated governors, that approves annual hunting regulations that allow the use of dogs and high-tech gadgetry for lion hunting.

There’s only one way we can counter their ridiculous ads. That’s with our truthful ads, with credible messengers. Colorado voters heard first from us through the voice of the former director of the U.S. Fish and Wildlife Service. And today, they start hearing from the former leader of the U.S. Army Veterinary Command about a terrible infectious disease afflicting deer and elk and how mountain lions are the best and only answer to the spread of that disease.

It’s critical that Dr. Pool’s message be heard. Will you make a donation today?

Already, 700,000 Coloradans have voted. But another 2.5 million are set to vote between today and November 5. Will you allow us to keep Dr. Pool’s message on the air for the next 12 days?

[Please donate today!](#)

*For the cats,
Samantha Miller
Cats Aren’t Trophies, Campaign Manager*