



AMERICAN HUMANE  
Film & Television Unit  
\*No Animals Were Harmed\*\*

11530 Ventura Blvd.  
Studio City, CA 91604  
818-501-0123  
818-762-0908 Fax  
[www.americanhumane.org](http://www.americanhumane.org)

April 26, 2011

Draft FCB  
100 W. 33rd Street  
New York, NY , 10001

RE: **Spiriva: Spiriva (3/11/11)**

**AHAD 02431**

Draft FCB,

American Humane Association was on set for the filming of the above referenced Spiriva commercial, which used elephants. After reviewing the reports, we believe that the *Guidelines for the Safe Use of Animals in Filmed Media* were followed and that no animal was harmed in the making of this commercial.

If you have any questions, or if I can be of any further help, please do not hesitate to call me.

Sincerely,

Cheryl Kearney  
Director of Post Production