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Bat Appreciation

1. Verb - Past Participle _____

Bat Appreciation

I am _____Verb - Past Participle_____ about the message you are sending to children in Lego's Heroica. Your game portrays bats as monsters and reinforces age-old myths that have led to severe declines in bat populations.

Without bats, humans face some serious problems. By eating agricultural pests, bats reduce insect-damage to crops and minimize the need for pesticides. Without bats, food prices would most likely increase in a world where millions of children die of hunger each year. Fruit bats disperse seeds that are critical for the regeneration of damaged rainforests. Bats also pollinate countless plants that provide such valuable fruit as bananas, figs, dates and many more. Yet bat populations are threatened worldwide.

Fears based on misinformation about bats, such as that perpetuated by Heroica, have always been a major cause of senseless vandalism. Recently, 5,000 highly endangered bats were killed when someone unleashed an AK-47 inside a bat-cave in Lebanon. Games such as Heroica continue to spread the monstrous images of bats that cause such destruction of bats.

Bat populations are also threatened by urbanization, habitat loss, declining water supplies, improper mining, hunting and a new wildlife disease, White-nose Syndrome, has killed up to 6.7 million bats in the U.S. and Canada.

Ending

the spread of false and harmful information about bats is the easiest thing we can do to protect these valuable animals. As a leader in children's toys, Lego is in a unique position to teach young people about conservation and the need to protect the environment. We urge you to:

-Update the Heroica site to include the benefits of bats and the need for their conservation, while softening the message that bats are monsters.

-Add bat information on or in the product's packaging.

I hope this letter has taught you more about bats and the need for accurate information about them and that you will join us in protecting bats through education.

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