

HOW TO TELL A HAPPY BULL

Hint: He's not on the PBR tour!

Look at his eyes

"Eye white," or increased white area around the pupil, can indicate distress.



calm



distressed

Look at his posture

An aggravated bull bucks. A content one appears calm and restful.



Look at the setting

Bulls prefer a natural, outdoor setting, where they can feel safe, move about freely, and be part of a herd.

Look at his "backside"

Evidence of diarrhea can signal distress.

Bull riding is not a sport. It's an inherently cruel business masquerading as "family entertainment." **What you can do:**

- Don't buy a ticket!
- Sign our petition at nhanimalrights.org/no-bull-riding
- Contact the PBR sponsors (pbr.com/sponsors) to complain