

Congress of the United States  
Washington, DC 20515

May 3, 2019

Mr. Sundar Pichai  
CEO, Google  
1600 Amphitheatre Parkway  
Mountain View, CA 94043


Dear Mr. Pichai


Today we were made aware of Google Ads prohibiting promotions or advertisements that contain or show hunting practices. Google Ads' justification was that these promotions are considered 'animal cruelty' despite the fact that hunting is a core part of our natural heritage, a major component in environmental and wildlife conservation, and an integral part of our outdoor economy. We are not only deeply concerned with this prohibition, but believe that it is a troubling precedent for the exclusion of an important part of our national identity. Google should immediately change this policy interpretation to uphold our hunting and conservation heritage.

Montana's nickname as the Treasure State derives from the abundance of resources that exist throughout Montana's landscape. While Montana has a rich history in natural resources, nothing in the Treasure State is as deeply rooted in our heritage as hunting and a love of the great outdoors. As one of the most wild and pristine places in the lower 48, Montana's hunting tradition simply runs in our veins. As lifelong hunters, we have been blessed to spend time chasing wildlife in some of the most beautiful of places in the country with our grandparents, parents, spouses, and children. Sharing these experiences with our families and instilling an appreciation for wildlife and the outdoors in our children is one of the things we are most proud of, and we know Montanans of all different backgrounds would agree. Doing anything to minimize or jeopardize this great tradition is an affront to our values as Montanans and the respect we show to wildlife and the land we are so blessed to call home.

We therefore demand you reverse these prohibitions and request that Google reexamine their policy interpretations on prohibiting hunting promotions. We also request a meeting to discuss the importance of Montana's and the United States' hunting heritage.

Sincerely,

  
STEVE DAINES  
United States Senator

  
GREG GIANFORTE  
Member of Congress