

= PETA satirical browser games =

People for the Ethical Treatment of Animals (PETA) , an animal rights organization based in the United States ; has released a number of browser games on its website that have parodied existing video games . Various PETA parodies have taken on games such as Super Mario Bros. , Cooking Mama , and Pokémon Black and White . PETA creates these games to spread attention about real @-@ life animal rights and animal welfare concerns and advocate vegetarian and vegan diets .

= = History = =

Some of PETA 's earliest forays into gaming include Flash @-@ based games such as Make Fred Spew (2001) and Save the Chicks (2003) , which were included as part of PETA 's anti @-@ dairy and Kentucky Fried Cruelty campaigns . These games received some coverage in academic and news sources , and PETA 's head of online marketing , Joel Bartlett , identified their 2004 Revenge of the PETA Tomatoes and the Frogger parody , Lobster Liberation , as some of the organization 's earliest released games . However it was not until 2007 that PETA began to attract wider attention within the gaming community with its release of Super Chick Sisters , a parody of Super Mario Bros. Controlling two female chicks named Nugget and Chickette , the player sets out to rescue vegetarian actress Pamela Anderson , who has publicly revealed animal cruelty endemic to KFC 's food production , from KFC 's mascot Colonel Sanders . In 2009 , the game was met with a sequel , New Super Chick Sisters , an homage to New Super Mario Bros. In this game , McDonald 's mascot Ronald McDonald kidnaps Anderson with the intent of using her as a Happy Meal ingredient , and the Chick Sisters must rescue her again .

In 2008 , PETA released an adaptation of the cooking simulator Cooking Mama called Cooking Mama : Mama Kills Animals . In it , PETA encouraged users to write to Cooking Mama developer Majesco Entertainment to create a version of the game with only vegetarian recipes . Mama Kills Animals consists of minigames related to the preparation of animal carcasses .

Edmund McMillen from Team Meat , the developer of the indie game Super Meat Boy , created various accounts on PETA 's official forums to try to get his game parodied by PETA . PETA developed Super Tofu Boy and released it in December 2010 . It stars Tofu Boy , an anthropomorphic cube of tofu whose goal is to rescue Bandage Girl , the girlfriend of the original game 's protagonist Meat Boy , from Meat Boy . It plays as a standard platformer and is peppered with inter @-@ level pro @-@ vegetarian messages and facts about meat consumption and the livestock industry .

After releasing Mario Kills Tanooki , a parody of Super Mario Bros. 3 , PETA released a statement that the game was " meant to be tongue @-@ in @-@ cheek , a fun way to call attention to a serious issue , that raccoon dogs are skinned alive for their fur . " The organization also stated that " by wearing Tanooki , Mario is sending the message that it 's OK to wear fur . " It is an action game in which the player controls a skinned but living raccoon dog that chases Mario to retrieve its fur .

PETA took on the Pokémon series with Pokémon Black and Blue , a parody of Pokémon Black and White that focuses on animal fighting and experimentation . In role @-@ playing @-@ style battles , the player controls a Pikachu who escapes its Trainers , Cheren . Pikachu first fights Cheren and then moves on to other Trainers in order to rescue their Pokémon from ownership . Pikachu recruits these Pokémon to its cause , as well as the sympathetic Nurse Joy . A sequel , Pokémon Red , White , and Blue , followed in 2013 . The game suggests that Nintendo 's continual releases of Pokémon games reduce humans ' empathy for animals . Also a role @-@ playing game , it stars Pikachu and Miltank , who battle McDonald 's characters like the Hamburglar in a crusade against the rare but ongoing practice of meat production in the Unova region .

Also in 2013 , PETA released Cage Fight : Knock Out Animal Abuse , a beat ' em up game in the style of River City Ransom . The player controls vegetarian mixed martial arts fighters Jake Shields , Aaron Simpson , and Georgi Karakhanyan and attacks animal testing practitioners to rescue confined animals .

= = Reception and impact = =

PETA 's games have received mainly negative opinions from video game journalists . Forbes writer Erik Kain summarized the series in general as " a long parade of silly protests . " He also considered PETA 's failure to satirize well @-@ known hunting games like Duck Hunt and Big Game Hunter as well as the general message that video games encourage real @-@ life violence , to be illogical .

Response to Mario Kills Tanooki has been negative , generally holding that it was under @-@ researched . While PETA 's protest focused on Mario wearing a raccoon dog 's skin rather than harming them himself , Gaming Union stated that " from any gamers ' perspective , it 's clear to see that PETA have missed their mark on this one ; Mario squishes hundreds of enemies in each of his games , but is never seen harming a tanuki . " Kain called the game " ludicrous " given that gamers had long adored the Tanooki suit and would not be encouraged to kill real @-@ life raccoon dogs .

Jessica Conditt from Joystiq found the messages of Pokémon Black and Blue to be contradictory : " while it 's terrible to punch , kick , cut or hit fictional animals with bats , it 's perfectly acceptable to electrocute humans " . Jason Schreier from Kotaku called it " ridiculous " . Kotaku 's Mike Fahey wrote a mostly negative piece about Pokémon Red , White , and Blue ; he stated that despite its occasional humor , " mostly it just wanders about , beating its message into your brain with heavy hands . "

Not all critical response has been unfavorable . Fahey opined that New Super Chick Sisters " manages to be a rather capable little platformer despite its heavy @-@ handed message . " Nikole Zivalich of G4TV called Super Tofu Boy " actually a pretty good time waster " and , as she is a vegetarian , claimed to be " on Team Tofu . " Overall , Mike Splechta from GameZone stated that " some are a little less flattering than others , but they do tend to get their point across . " He also called Cage Fight " kickass " , praising its gameplay and chiptune soundtrack , and encouraged readers to play it .

In some cases , the creators of the original games have responded to PETA 's parodies . In response to Super Tofu Boy , Super Meat Boy developer Team Meat added Tofu Boy as a playable character in a Super Meat Boy update . Majesco responded to Cooking Mama : Mama Kills Animals that the Mama character , while not a vegetarian herself , supports treating animals humanely and " would never put rat in [her] Ratatouille . " Nintendo also released a statement in regards to Pokémon Black & Blue stating , " Nintendo and the Pokémon company take the inappropriate use of our products and intellectual property seriously . "

= = Notable titles = =

PETA 's games ? and the games they parody ? that have received press coverage include :

Super Chick Sisters (2007) ? Super Mario Bros.

Cooking Mama : Mama Kills Animals (2008) ? Cooking Mama

New Super Chick Sisters (2009) ? New Super Mario Bros.

Super Tofu Boy (2010) ? Super Meat Boy

Mario Kills Tanooki (2011) ? Super Mario Bros. 3

Pokémon Black and Blue (2012) ? Pokémon Black and White

Cage Fight : Knock Out Animal Abuse (2013) ? River City Ransom

Pokémon Red , White , and Blue : Loosely Connected to McDonald 's (2013) ? Pokémon Black and White