

Sexual Assault Prevention and Awareness Center  
University of Michigan  
715 N. University Avenue, Suite 202  
Ann Arbor, MI 48104

Kraft Foods, Incorporated  
3 Lakes Drive  
Northfield, IL 60093

To Whom It May Concern:

Each year at the Sexual Assault Prevention and Awareness Center (SAPAC) at the University of Michigan does a sexism in advertising campaign to help put an end to objectification and sexualization of women in advertising. We choose ten advertisements in popular magazines that we think epitomize sexism and ten advertisements that we believe are women-empowering or portraying the sexes as equal. This year, your advertisement for General Foods International hot beverages that appeared in the November 2006 issue of *Glamour* has been chosen as one that empowers women and recognizes their busy lifestyles.

This advertisement acknowledges that a woman can perform activities from multiple walks of life, such as running errands—traditionally a domestic task, and running laps—traditionally an athletic, and therefore, masculine, task. It breaks conventional gender stereotypes. Also, because it does not contain any people, it does not objectify or inappropriately eroticize women. Furthermore, the slogan does not patronize or look condescendingly upon women.

I, \_\_\_\_\_, would like to commend you on this advertisement. I feel it is important to reduce the number of sexist advertisements in the media, and hope to do this through education and information. I would also like to congratulate those, like this company, who portray women as equal, empowered individuals in society. Thank you for contributing to a gender-equal culture and not reinforcing sexist stereotypes through advertising.

Sincerely,

Signature: \_\_\_\_\_