

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

Make-A-Wish Foundation® of America
3550 North Central Avenue, Suite 300
Phoenix, Arizona 85012-2127

To Whom It May Concern:

Each year the University of Michigan's Sexual Assault Prevention and Awareness Center (SAPAC) holds a campaign on sexism in advertising to educate the campus community on the cultural impact of sexist and misogynistic imagery. This year, we were also looking at those advertisers that promote an empowering message for women. Because of that, we have picked one of your ads as a constructive advertisement and one that is "counter" to other ads in the media.

I, _____ find your advertising strategy to be positive and progressive because of the ways in which you:

- Give emotion and expression back to females in advertisements, bringing back the human qualities to women
- Celebrate those of different diverse background in a non-racialized or exoticized manner
- Have those of different ages interacting positively together

The advertisement for the Make-a Wish Foundation® of America include females of varying ages laughing together in an outdoor setting. For the reasons given above, this advertisement is empowering to women as well as other social identities. Thank you for an effective and positive environment you are condoning with your advertising. I hope that you continue to provide ads like this in the future.

Sincerely,

Signature: _____