

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

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

To Whom It May Concern:

Each year, the Networking, Publicity, and Activism volunteers at University of Michigan's SAPAC (Sexual Assault Prevention and Awareness Center) conduct a Sexism in Advertising campaign. This group takes submissions from print advertising and picks both the ten worst and the ten most progressive ads of the year. This year, one of your ads in *Time Magazine* caught our eye and made it into the top ten progressive ads of this year.

We would like to applaud you on your use of men *and* women in both passive (sitting) and active (standing) roles. A diverse range of ages and ethnicities was represented, and a female icon is used. Also, by saying there is a "secret weapon" in every chair, it puts all of the people on an equal playing field and implies that all of the employees, regardless of gender, age, or ethnicity, are equally powerful. Thank you for your refreshing progressiveness and keep up the good work!

Sincerely,

Signature: _____

Print: _____