

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

Movado Group International
650 From Road
Paramus, NJ 07652

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 caught our eye and made it into the top ten progressive ads of this year.

We would like to applaud you for using a minority female in your ESQ & U ad campaign. She appears as a well dressed business woman in a downtown business scene. She is clutching a newspaper and appears smart and assertive. This is the type of positive, progressive model that SAPAC likes to see and promote on campus! Thank you for your refreshing progressiveness and keep up the good work!

Sincerely,

Signature: _____

Print: _____