

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

Samsonite Corporation
Consumer Relations
PO Box 90124
Allentown, PA 18109

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. SAPAC chooses both sexist and empowering advertisements to show how companies market their products, and more importantly, how companies *should* market their products. This year SAPAC volunteers chose Samsonite's advertisement, as seen on *TIME Magazine's* October 2, 2006 issue as one of the most empowering advertisements for women this year.

Samsonite shows Jane Clayson, a TV journalist, traveling to what the audience can assume to be her next story. The audience sees a strong, intelligent, and successful woman. Rather than objectifying Jane Clayson into a sexual entity, Samsonite portrays her as an equal to men in the same field.

I, _____, am writing today to thank Samsonite for its thoughtful and empowering images chosen for its marketing and advertising. It is SAPAC's hope that Samsonite continues to choose ads that help carry on the progress of equality for men and women within the media.

Sincerely,

Signature _____