

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

Skechers
228 Manhattan Beach Blvd.
Manhattan Beach, CA 90266

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, your ad was chosen as one of ten final ads that were positive, uplifting, and most importantly, not sexist. We would like to thank you for providing advertisements that are wholesome and effective without being sexist or offensive. This is important to all of us at SAPAC because positive advertising can help to stop rape culture and the promotion of sexual or domestic violence.

Once again, thank you very much for realizing that women are more than just objects and deserve to be shown for what they truly are. Your advertising empowers women of all races, ages, and backgrounds and we highly encourage Skechers to keep up the good work.

Here at SAPAC we definitely look forward to seeing more positive advertisements from Skechers. Thank you.

Sincerely,

Signature: _____

Print: _____