

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

SperryTopSider.com Customer Service
4200 South A Street
Richmond, Indiana 47374

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, SAPAC volunteers chose your advertisement as one of the ten finalists for the most positive and progressive ad of 2006-2007.

We find your advertisement to be particularly progressive and non-sexist because it acknowledges that women can and should be active. The woman in the advertisement is happy and healthy, and the additional nautical imagery in the advertisement encourages women to explore the world. The ad also tells women to "make waves," suggesting that women should step outside of the box, as it were, and change the world around them. Finally, the advertisement urges women to "get wet" instead of staying inside, keeping oneself clean and dainty, and fulfilling traditional female gender roles.

Your advertisement for Sperry Top-Siders proves that effective advertisement does not need to be shocking or offensive. In the future, we hope that you will continue to depict images of strong, independent, and active women!

Sincerely,

Signature: _____

Print: _____