

Sexual Assault Prevention and Awareness Center
University of Michigan
715 N. University Avenue, Suite 202
Ann Arbor, MI 48104
<http://umich.edu/~sapac/sia/2008/>

Kenneth Cole
KCP Productions, Inc.
603 West 50th Street
New York, NY 10019-9998

To Whom It May Concern:

Each year, the members of the Networking, Publicity, and Activism Committee at the University of Michigan's Sexual Assault Prevention and Awareness Center conduct the "Sexism in Advertising" campaign. The goal of this campaign is to educate the campus community on the cultural impact of sexist and misogynistic imagery. Members of the committee analyze ads found in various forms of print and electronic media, and the eight worst and the eight most progressive ads of the past calendar year are chosen. One of your company's advertisements, found in the March 2008 issue of Vanity Fair was named as one of the top eight progressive ads of this year.

I, _____, find your advertising strategy to be positive because of the ways in which you:

- Recognize women as both diverse and complex
- Celebrate non-uniform thinking
- Present women in an accepting and empowering light

We would like to commend you for demanding positive social change for the way people view homosexual couples and 'traditional' family structures. The slogan 'We All Walk in Different Shoes' recognizes diversity and promotes embracing different cultures, ideas, and values of women everywhere. This type of advertising is very much appreciated to all of us at SAPAC because positive and accepting advertisements can help to stop rape culture and the promotion of sexual and domestic violence.

Thank you for the positive environment you are encouraging with your advertising. As consumers, we look forward to seeing more progressive ads such as this from Kenneth Cole.

Sincerely,

Signature: _____

Print: _____