

Sunday, January 21, 2007

Mr. Jay Chung
President, KIA Canada
180 Foster Crescent
Mississauga, Ontario
L5R 4J5

Dear Mr. Chung:

As President of Ontario Women in Law Enforcement I feel compelled to write to you regarding your recent advertisement for the Kia Spectra.

As I'm sure you know, the commercial involves a female police officer involved in an amorous encounter with a man in the back of the Spectra supposedly after pulling him over for a traffic violation.

My first response to viewing this advertisement was, "What were you thinking?" My second was outrage and disgust at the callous and degrading way in which you portrayed women in policing.

It has taken many years and a lot of hard work and determination by women in law enforcement to be recognized and respected for the work they do in the community. I can only say that by portraying a female officer in this humiliating way you are negating everything that women officers have worked for since they entered policing over 90 years ago.

Ontario Women in Law Enforcement represents women not only in policing, but also corrections, probation and parole, military, university and transit police as well as associated professions such as education and the criminal justice system.

You can be assured that we will be reaching out to all our members and asking them for their support in boycotting your products.

I look forward to your reply and to the removal of this commercial from television networks everywhere.

Yours truly,

Lisa J. Hodgins
President