

PETITION to the House of Commons in Parliament Assembled:

WHEREAS outdoor advertising has become focussed on exploiting women's and men's sexuality in order to sell a product;

WHEREAS corporations have completely ignored the Advertising Standards Canada code, section 14(d), which states that advertisements shall not “undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population”;

WHEREAS these same corporations and their sexually explicit advertising campaigns also disregard Advertising Standards Canada's Gender Portrayal Guideline #3, which states, “Advertising should avoid the inappropriate use or exploitation of sexuality of both women and men.”

WHEREAS Advertising Standards Canada's complaint process can take as long as the duration of the ad, and their decision is not legally binding;

WHEREAS we did formally complain through Advertising Standards Canada and after 43 calendar days we received their Council decision which agreed with our complaint, *too late* – the ads were already being taken down due to their expiration;

WHEREAS we have ratings for movies and have censors for television and radio broadcasting, in the interest of protecting our children from the harmful effects of violence and sexually graphic and/or explicit content, and yet children are exposed to outdoor advertisements, namely on billboards and bus shelters, that would otherwise be R- or X-rated and shielded from their view;

WE, the undersigned citizens and residents of Canada, call upon Parliament to pass legislation to ban sexually explicit, provocative, and/or nudity-based billboard, bus shelter, and other outdoor advertisements in the interest of protecting our children and ourselves from such obscenities. We also call upon Parliament to create a legal body to take pro-active measures, such as screening ads before they appear in public and assigning penalties for breach of conduct by the advertiser or agency responsible, as our children and ourselves should not be forced to view such material while riding in a vehicle, utilizing the local transit system, or walking down the street.

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