

Julia Kovacs
Director of Marketing
Neilson Dairy
279 Guelph Street
Georgetown, Ontario
L7G 4B3

July 31, 2008

Dear Ms. Kovacs,

Recently, it has come to our attention that Neilson Dairy has been using negative images of nurses to promote its Live Ultimate contest for flavoured milk. As the professional body representing registered nurses across the province, the Registered Nurses' Association of Ontario (RNAO) is deeply concerned that you have chosen such an offensive way to market your product.

Your company's depiction of 'nurses,' clad in tight mini-dresses, who are eager to share their love for flavoured milk online, and in person at various events across Canada, implies that nurses are sexually available to their patients. These images have the potential to lead to sexual harassment in the workplace and widespread disrespect for nurses. We ask that you issue a public apology to nurses and the nursing profession and withdraw the ads immediately.

The reality is that nurses are knowledgeable, dedicated health-care professionals who make the difference between life and death for patients everyday. Given that we are currently in the midst of a worldwide nursing shortage, it behooves all of us to treat nurses with the respect they deserve so we can continue to attract women and men into this dynamic, important profession. We look forward to a quick response from you.

Sincerely,



Wendy Fucile RN, BScN, MPA, CHE
President
Registered Nurses' Association of Ontario

Cc: Judith A. McCrie, Dairy Operations, George Weston Ltd.