

A Votre Santé  
**Neilsondairy**  
To Your Health.

August 1, 2008

Wendy Fucile RN, BScN, MPA, CHE  
President  
RNAO  
158 Pearl Street  
Toronto, Ontario  
M5H 1L3

Dear Ms. Fucile,

Thank you for writing to express your concern in your letter dated July 30<sup>th</sup>, 2008.

Please be assured that we wholeheartedly agree with your comments about the important and valuable work performed by nurses and the vital and necessary role the nursing profession plays in the delivery of high-quality healthcare services in this province.

However, with the greatest respect we disagree with your conclusions. We feel it is important to keep in mind the context of the material to which you are referring. This promotional campaign is targeted towards a hard-to-reach youth demographic with the intention of encouraging them to make healthy beverage choices. The context of our campaign is meant to be captivating, healthy, wholesome and humorous.

We trust that this explains the rationale behind our program. Although our campaign is limited in scope, we appreciate your perspective to ensure the nursing profession is treated with respect.

Yours truly,



Julia Kovacs  
Director of Marketing

Cc: Judy McCrie, Vice-President and General Manager