



December 14, 2010

Ravinder Minhas
President & CEO
Mountain Crest Brewing Company
#119, 1919-27 Avenue N.E.
Calgary, AB T2E 7E4

Re: Portrayal of nurses in "Dr. Bubbles" television ad

Mr. Minhas,

The Canadian Nurses Association (CNA) is deeply concerned about your company's portrayal of female nurses in its "Dr. Bubbles" television ads for Mountain Crest Classic Lager. The highly sexualized depiction of scantily clad nurses in the ad is both offensive and unfair. Not only is it insulting to nurses, it seriously tarnishes the image of a benevolent profession that is held in high esteem by the vast majority of Canadians.

This form of objectification of nurses is unacceptable. It can only contribute to the gender discrimination and ongoing issue of violence and sexual harassment against nurses who, in this ad, are portrayed as naughty nurses instead of life-saving professionals. Such negative depictions also do a serious disservice to employers and universities as the health system struggles to attract new talent in response to Canada's shortage of nursing professionals.

This ad is in extremely bad taste. On behalf of Canada's registered nurses, I request that your company pull the ad from television and Internet broadcasts immediately, and refrain from committing similarly irresponsible portrayals of nurses in the future.

For your information, CNA has lodged an [official complaint](#) for appropriate action to Linda Nagel, the president of [Advertising Standards Canada](#).

Sincerely,

A handwritten signature in black ink that reads "Judith Shamian".

Judith Shamian
President
Canadian Nurses Association