



КОНГРЕС УКРАЇНЦІВ КАНАДИ

UKRAINIAN CANADIAN CONGRESS

CONGRÈS DES UKRAINIENS-CANADIENS

December 20, 2019

Eric P. Straus
President/CEO
RegionalHelpWanted, Inc.
1085 Route 55, Unit 14
Lagrangeville, NY 12540
eric@regionalhelpwanted.com

Mr. Straus:

Re: Offensive advertising

The Ukrainian Canadian Congress (UCC) is the voice of the 1.4 mln strong Ukrainian community in Canada. The Congress brings together under one umbrella all the national, provincial and local Ukrainian Canadian organizations.

The UCC is disturbed by a radio ad from RegionalHelpWanted, Inc and JobShop.ca. The ad in question is offensive and denigrating to Ukrainians in general and Ukrainian women in particular. The ad in question is being broadcasted in multiple cities across Canada.

The advertisement makes demeaning remarks about hiring a Ukrainian woman, whom the employer in the ad supposedly found on a "dating website". "Dating sites" in eastern Europe are in many cases fronts to prostitution and human trafficking. It is obvious from the ad that the creators were aware of this and sought to make fun of it.

Unfortunately, many women in eastern Europe are victims of human trafficking and prostitution and the appalling violence that accompanies it. Human trafficking is a serious problem and should not be made light of to advertise products.

We therefore call on you to immediately remove these offensive advertisements from your websites and airwaves and refrain from using it in the future.

Yours truly,
UKRAINIAN CANADIAN CONGRESS

Ihor Michalchyshyn, CEO and Executive Director