

PRESS RELEASE

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For Immediate Release

DON'T BUY IT THIS SUPER BOWL SUNDAY

MissRepresentation.org is Calling out Super Bowl Advertisers for their Sexist Portrayals of Women.

San Francisco, CA- The Super Bowl is by far the most-watched television event in the U.S. According to the Nielsen Ratings of American television programs in 2011, last February's game came in first with 111 million viewers. An estimated 70% of Americans plan to watch the Super Bowl on Sunday, and nearly 50% of that audience will be women. Yet the programming continues to be largely targeted to a very specific slice of the male demographic, and is too often filled with sexist and offensive messages.

To combat the degrading advertising *MissRepresentation.org* is accelerating their #NotBuyingIt campaign to activate consumers and spark a dialogue across social media outlets. People around the country will be using the hashtag on Twitter, spreading the word through Facebook and blogging to spotlight how companies are selling products via images of hyper-sexuality and hyper-masculinity. The #NotBuyingIt campaign launched during the 2011 holiday season and thousands of people participated in shifting consumer purchasing habits.

The #NotBuyingIt campaign serves as a mechanism to call out sexism as it happens and educate others by asking questions: who was that commercial directed at? What was the message it sent about gender? Do these advertisements reflect real life women and men?

As Jennifer Siebel Newsom, director of the critically acclaimed documentary *Miss Representation* and CEO/Founder of *MissRepresentation.org*, points out, "85% of consumer purchases are in the hands of women. We have an enormous opportunity now to use our voice to shift this culture. Together we must put pressure on the media to more positively portray women and girls in advertising."

MissRepresentation.org was recently launched as the social action arm of the documentary film [Miss Representation](#), which exposes how mainstream media contribute to the underrepresentation of women in positions of power and influence in America. The film challenges the media's limited and often disparaging portrayals of women and girls, which make it difficult for women to achieve leadership positions and for the average woman to feel powerful herself. In January 2011, *Miss Representation* premiered at the 2011 Sundance Film Festival where it was immediately acquired by the Oprah Winfrey Network (OWN) for their documentary film club. On October 20th the film aired on OWN and to date over 1.4 million people have seen the film on OWN alone. Around the world educational institutions, non-profits, and corporations are also screening the film.

MissRepresentation.org is a cross generational movement organizing millions of small actions to awaken people's consciousness to recognize the true value of women; change the way women and girls are represented in the media; interrupt and stop patterns of sexism; level the playing field; and, ensure a tipping point that will lead to gender parity in leadership throughout the United States. Learn more about the campaign at www.missrepresentation.org.

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