



# National Coalition For Men (NCFM)

Since 1977

932 C Street, Suite B, San Diego, CA 92101 / 619-231-1909 / [ncfm.org](http://ncfm.org) / 501(c)3 nonprofit corporation

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Mr. John Cywinski  
President, KFC USA  
Yum! Brands RSC  
1900 Colonel Sanders Lane  
Louisville, KY 40213

Dear Mr. Cywinski,

Since 1977 the National Coalition For Men has been committed to ending harmful gender based stereotypes, especially as they adversely impact boys, men, their families, and the women who love them, albeit most of us.

Please remove and destroy KFC's current *Hot Shot Bites a Slap to the Face* TV ad campaign. It reinforces wrongheaded stereotypical beliefs adversely impacting all of us. No one has the right to strike another person as depicted in the ad, not even a woman striking a man, which by any legal definition is "assault."

KFC would not run an ad with a man violently slapping a woman. If it did people would be picketing KFC locations. Violence is violence. It is not gender specific.

Such ads encourage violence and won't help KFC. I'm certain our members and the thousands of members in our affiliated organizations have stopped or will soon stop frequenting KFC.

I'm sure you agree that helping end violence is better than promoting it.

Respectfully,

Harry Crouch  
President

Cc Javier Benito, Executive Vice President of Marketing & Food Innovation  
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