



Registered Nurses' Association of Ontario  
L'Association des infirmières et infirmiers  
autorisés de l'Ontario

Standards Division  
Advertising Standards Canada  
175 Bloor Street E., South Tower, Suite 1801  
Toronto, Ontario. M4W 3R8

September 30, 2010

Dear Sir or Madam:

I am writing to submit a complaint about a Mountain Crest Brewing Company television advertisement for Mountain Crest Classic Lager beer.

This commercial, which was broadcast on CITY-TV in Toronto as recently as September 13, 2010, shows three female "nurses" dressed in short, white mini dresses who stand by as a male "Dr. Bubbly" revives a flat can of beer lying in a hospital bed. The actresses dressed as "nurses" in this advertisement are depicted as sexual objects. The ad ignores the fact that nurses are knowledgeable, dedicated health professionals who make the difference between life and death for patients every day.

RNAO firmly believes the negative stereotypes exploited by the ad are in violation of provision 14 (c) of the Advertising Standards Code as it demeans, denigrates and disparages the identifiable profession of nursing.

On September 15, we sent a letter to Mr. Sandeep Bhullar, General Sales Director of Mountain Crest Brewing Company, to express our concerns about the advertisement (see attached). When we did not receive a response, we followed up with a voicemail message on September 22 and voicemail messages to both Mr. Bhullar and Mr. Ravinder Minhas, the President and CEO of the company, on September 29. Unfortunately, despite our numerous attempts to discuss our concerns directly with the company, Mountain Crest Brewing Company has not contacted us. We are now asking our 30,000 members to demand that broadcasts of this advertisement be discontinued immediately.

Given the very offensive nature of this ad for the nursing profession and the lack of response from Mr. Bhullar and Mr. Minhas, we now ask that the complaint process under the Advertising Standards Code begin immediately. Given that we are currently in the midst of a worldwide nursing shortage, it behooves all of us to treat nurses with the respect they deserve so we can continue to attract women and men into this dynamic, important profession.

We thank you for your attention to this matter.

Yours truly,

Doris Grinspun, RN, MSN, PhD, O.ONT

Executive Director  
Registered Nurses' Association of Ontario (RNAO)

cc. Mr. Ravinder Minhas, President and CEO of Mountain Crest Brewing Company  
Mr. Sandeep Bhullar, General Sales Director, Mountain Crest Brewing Company