



February 22, 2010

Councillor Adam Giambrone
100 Queen St. W.
Toronto, Ontario
M5H 2N2

Sent via e-mail to councillor_giambrone@toronto.ca

Dear Councillor Giambrone,

RE: Request for removal of offensive advertising material on TTC bus shelter

I write to you to request that the Toronto Transit Commission immediately remove the advertisement depicting actor Tracey Morgan holding a gun, which is placed on the bus shelter on Spadina Road at Strathearn Boulevard (see photograph attached).

Though I urge the TTC to explicitly ban guns from all advertising on its property, taking immediate action at this location is warranted due to its close proximity to an elementary school just north of the bus shelter in question. Additionally, I strongly recommend that the TTC evaluate the entire "ad buy" in support of this film to determine if there are further instances of offensive advertising on TTC property.

While the root causes of gun crime, which I have worked to eradicate for many years, go far deeper than an advertisement, the normalization of guns in popular culture is absolutely unacceptable. As advertisements depicting people smoking cigarettes and drinking alcohol are already banned by the TTC, removing this ad and eliminating all ads with guns should be a no brainer.

Given your record of support for initiatives that improve community safety and Torontonians' quality of life, I am confident you will see that this advertisement is promptly removed.

Sincerely,



Adam Chaleff-Freudenthaler,
Candidate for Trustee, Ward 11 (St. Paul's)

CC: Councillor Joe Mihevc, Ward 21 (St. Paul's)
Kevin Beaulieu, Executive Assistant to Councillor Adam Giambrone

Adam Chaleff-Freudenthaler

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