

Asda  
ASDA House,  
Southbank, Great Wilson Street  
LS11 5AD  
Leeds  
England

March 21<sup>st</sup>, 2007

Rape Crisis Scotland  
Central Chambers  
93 Hope Street  
Glasgow G2 6LD

Dear Sir/Madam,

I'm writing to you on behalf on Rape Crisis Scotland to explain our disgust and outrage at the sale in Asda stores of t-shirts illustrated with images of women accompanied by the slogan "If at first you don't succeed buy her another drink, and try again". Enquiries of local stores elicited various claims along the lines that this is simply an attempt at humour, and not to be taken too seriously.

These t-shirts are, however, plainly and simply, an incitement to rape. That is not a matter of opinion, but of fact. Rape is defined as sexual intercourse without consent – your t-shirts openly encourage men to ply women with alcohol to the point that consent is no longer an issue. The overt contempt towards women and the choices they make, the open encouragement you make to men to overcome their will and ability to give consent in this way is not only wholly irresponsible, but utterly despicable.

You may be aware of the high level of public interest that currently surrounds the problems women face because of predatory men drugging their drinks. What few people realise is that by far the most common drug that rapists take advantage of in order to incapacitate women is alcohol. From Asda's active marketing of a message that implies that this is not only acceptable, but to be encouraged, we can only assume that this is not something you see as a matter for concern.

Asda's website states that:

"Our customers expect us to sell a great range of products and services at famously low prices... but not at any cost. That's why we recognise we have a responsibility to not only do the right thing for our customers and colleagues, but also for the wider community."

Your willingness to sell this t-shirt and put your own revenues above the safety and interest of women flatly contradicts the first of these statements. We challenge you to honour the second and do the right thing by removing it from your shelves immediately.

Yours faithfully,

Eileen Maitland  
Information & Resource Worker  
Rape Crisis Scotland