

## Dominion Post advert



You may have seen this advert in the newspaper. The first time I saw it was last September. I emailed the editor asking exactly what it was that their single readers **'still have hope'** of.

Maybe we 'still have hope' of a good summer, a new haircut or a reversal of the economic downturn??

The editor didn't reply.

When they ran the advert again last month, I wrote a letter and asked again: what is it that their single readers 'still have hope' of?

This time I got a phone call from their Advertising Manager. She agreed that the advert didn't make sense and said that she would cancel it.

Hopefully, stereotyping single people as desperate loners is on the decline. Having this advert cancelled is a small step towards that.