

JACL

Midwest Office

Japanese American Citizens League
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May 2, 2008

Jim Skinner, CEO
McDonald's Corporation
2111 McDonald's Dr
Oak Brook, IL 60523

Dear McDonald's representatives,

The Japanese American Citizens League (JACL) has been alerted to the use of offensive Asian stereotypes in your latest in-store advertisement in one of your Durham, North Carolina locations. The ad features a caricature of an Asian chef with slits for eyes.

While the offense was likely unintended, please be aware of the fact that such images are found to be derisive by the Asian American community and much of the general public. The image, much like blackface "Sambos" in the 1930s and 1940s, relies on specific ethnic stereotypes and one-dimensional caricatures to convey humor.



The JACL urges you stop running this ad and to rethink future advertising campaigns.

Sincerely,

William Yoshino
Midwest Director
Japanese American Citizens League

The Japanese American Citizens League, established in 1929, is the oldest Asian American civil rights organization in the United States. Our mission is to secure and maintain the human and civil rights of Americans of Japanese ancestry and others victimized by injustice.