

JACL

Midwest Office

Japanese American Citizens League
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Mr. Mark Shapiro
CEO
Six Flags Corporate Offices
1540 Broadway
New York, NY 10036

Dear Six Flags representatives,

The Japanese American Citizens League (JACL) is perturbed by the use of offensive Asian stereotypes in your latest television commercial. In the most recent Six Flags ad campaign, a disembodied Asian man yells the amusement park's tagline, "More flags! More fun! Six Flags!" in a mock Asian accent.

Using such an outdated, debilitating stereotype only perpetuates the idea that Asians can't speak English properly. Though we understand the commercial was made for the purpose of humor, there is nothing funny about resorting to degrading jokes that prey on others for a cheap laugh. Surely, there must have been a host of other ways to create a humorous television commercial that did not rely on offensive, outdated stereotypes.

According to those who went in for the original casting call, we also understand that Six Flags casting directors were specifically looking for an Asian man who could emulate Charlie Chan or who could "talk like [his] grandfather." Veritably, many of us have grandfathers who were born here and speak with American accents.

The JACL urges you stop running this ad and to rethink future advertising campaigns. There is never a need to go in for a cheap laugh at the expense of others.

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.