



April 10, 2019

Mr. Nicholas Tsouflidis, President  
Coramark Inc.  
16, Sicard Street, Unit 50  
Sainte-Thérèse, Québec  
J7E 3W7

Dear Mr. Tsouflidis,

We understand that you have plans to open up 10 more restaurants in Canada this year “to offer the best breakfast to everyone across the country.” As you embark on this expansion, we would ask that you improve the dining experience for your guests, as well as providing them protection, by filtering your public WiFi to protect patrons from the harms of sexually violent images - pornography.

While many people and families use online safety measures in the home, when using public WiFi, customers look to the sponsoring organization to offer this service with public WiFi. Without filtering, children, and others, may stumble on this content while on your complimentary WiFi.

This request comes in light of the growing body of evidence that today’s online pornography is harmful to society.

Today’s “adult content” is misogynistic, violent, degrading, racist, and normalizes rape culture. We also know that there is a seamless link between pornography and other forms of sexual exploitation, such as human trafficking, including those who traffic children.<sup>1</sup> Among the documented harms of pornography is the link between pornography use and sexual violence.<sup>2</sup>

Because most pornography today is viewed online, an unfiltered WiFi hotspot allows people to access and freely view pornographic material in a Cora Breakfast and Lunch Restaurant. This behavior can expose other customers, including children, to unwanted pornographic material. As well, we know that open, unfiltered WiFi hotspots create criminal safe havens for sexual predators to operate with anonymity.<sup>3</sup>

<sup>1</sup> Farley, Melissa. "Pornography, Prostitution, & Trafficking: Making the Connections." Presented at the Pornography: a Public Health Crisis forum, hosted by National Center on Sexual Exploitation, Washington DC, July 14, 2015.

<sup>2</sup> [http://www.socialcostsofpornography.com/Layden\\_Pornography\\_and\\_Violence.pdf](http://www.socialcostsofpornography.com/Layden_Pornography_and_Violence.pdf), accessed Nov. 24, 2016

<sup>3</sup> Richardson, Jennifer, Director Provincial Anti-Human Trafficking Coordination Office (Ontario), personal communication

In response to the recognition that pornography is harmful to society, Defend Dignity will soon launch the 2019 version of our campaign, *Choose Change*. The goal of this campaign is to reduce the ease of access to violent, sexually explicit images via public services offered by companies and organizations. We would invite you to choose change and join our Change Maker List.

The Change Maker List will promote organizations that have pro-actively changed policies and practices to reduce the ease of access to violent, sexually explicit images.

As well, we are asking the public to join us in “challenging the harms of sexually violent images.” We will do this through the *Choose Change* website, where we will ask the public to contact organizations, such as Cora Breakfast and Lunch Restaurants, to encourage them to embrace practices that will promote the overall public health of Canadians.

We will be celebrating organizations who have or will make these positive changes by highlighting them on our Change Maker List on the *Choose Change* website. We hope you will join us in this [List](#), and join other Canadian businesses that have chosen change. Many organizations, including The Keg, Boston Pizza, and Recipe Unlimited (the CARA group), along with McDonald’s and Tim Hortons have already recognized the need to filter public WiFi.

As you expand your brand across Canada, we would ask that Cora Breakfast and Lunch Restaurants establish a porn-free, customer-friendly WiFi environment in all your locations, where the whole family can enjoy good food and protected WiFi.

Prior to the launch of this campaign later this month, we would appreciate an opportunity to meet with you, to discuss this matter. We look forward to hearing from you.

Sincerely,



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Director, Defend Dignity  
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