



CHALLENGE THE HARMS OF
SEXUALLY VIOLENT IMAGES

Feb. 21, 2018

Mr. Jim Treliving, Chairman & Owner
Mr. Jordan Holm, President
Boston Pizza International Inc.
100-10760 Shellbridge Way
Richmond, BC, V6X 3H1

Dear Mr. Treliving and Mr. Holm,

As Canada's number one casual dining brand, we commend Boston Pizza's commitment to continually improving the experience of your guests.

We would ask that you improve the dining experience for your 40 million annual guests, as well as providing them protection, by filtering your public WiFi to protect patrons from the harms of online 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.

This request comes in light of the growing body of evidence that today's online pornography is harmful to society and therefore has created a public health crisis.

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.¹ Among the documented harms of pornography is the link between pornography use and sexual violence.²

Because most pornography today is viewed online, an unfiltered WiFi hotspot allows people to access and freely view pornographic material in a Boston Pizza 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.³

¹ 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.

² http://www.socialcostsofpornography.com/Layden_Pornography_and_Violence.pdf, accessed Nov. 24, 2016

³ 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 2018 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 Boston Pizza, 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](#) and the CARA group, along with McDonald’s and Tim Hortons have already recognized the need to filter public WiFi.

We would ask that Boston Pizza “make the right decision” and establish a porn-free, family friendly WiFi environment in all your Canadian locations.

Prior to the launch of this campaign on April 16, 2018, 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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