



Advertising Standards Canada
Les normes canadiennes de la publicité

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For immediate release

ADVERTISING STANDARDS CANADA LAUNCHES TELEVISION PUBLIC SERVICE ANNOUNCEMENT

Toronto, ON, June 7, 2007 -- Advertising Standards Canada (ASC), the Canadian advertising industry self-regulatory body, released a 30 second television Public Service Announcement (PSA) as part of its consumer awareness campaign. The PSA builds on ASC's current print, out-of-home, radio, and electronic awareness initiative that highlights the role of the *Canadian Code of Advertising Standards (Code)* in setting standards for advertising that is truthful, fair and accurate. The television PSA also recognizes broadcasters' support for the *Code*. Through the generous participation of Canada's broadcasters, the PSA will appear across Canada.

"Our message is simple. The *Code* sets the standards to help ensure that advertising Canadians see and hear is truthful, fair, and accurate." said Janet Feasby, ASC's Vice President, Standards.

The PSA invites consumers to learn more about the *Code* by visiting ASC's website, www.adstandards.com or by calling ASC's toll-free recorded consumer information line at 1-877-656-8646.

ASC is the national advertising industry self-regulatory body committed to creating and maintaining community confidence in advertising. ASC administers the *Canadian Code of Advertising Standards* and responds to complaints from consumers about advertising. ASC's members include leading Canadian advertisers, advertising agencies, media organizations, and suppliers to the advertising sector. For more information, visit www.adstandards.com.

Click [here](#) to access ASC's TV public service announcement.

For more information, contact:

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416-961-6311 x 243, janet.feasby@adstandards.com



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Fact Sheet

Advertising Standards Canada's Television Public Service Announcement

Advertising Standards Canada (ASC)

- ASC is the national, not-for-profit, industry body committed to ensuring the integrity and viability of advertising through industry self-regulation.
- ASC's members include leading Canadian advertisers, advertising agencies, media organizations, and suppliers to the advertising sector.
- 2007 marks ASC's 50th anniversary.

The *Canadian Code of Advertising Standards*: the principal instrument of responsible industry self-regulation

- ASC administers the *Canadian Code of Advertising Standards (Code)*.
- The *Code's* clauses help ensure that **advertising is truthful, fair and accurate**.
- The *Code* is used to review and adjudicate consumers' complaints about advertisements that appear in Canadian media.
- First published by the industry in 1963, the *Code* is regularly updated to ensure it remains current and relevant.

2007 Television Public Service Announcement (PSA)

- The television PSA is designed to communicate the role of the *Code* in setting standards for advertising that is truthful, fair and accurate.
- The PSA also invites consumers to learn more about the *Code* by visiting ASC's website (www.adstandards.com) or by calling the toll-free consumer information line (1-877-656-8646).
- The new PSA builds on ASC's previous consumer awareness campaigns in 1999, 2001, and 2006.
- The PSA is available in English and French.

The *Code's Consumer Complaint Procedure*

- ASC accepts and responds to written complaints from consumers who have a concern about an advertisement appearing in Canadian media. Complaints can be submitted:
 - **online** (www.adstandards.com)
 - **by letter** or **fax** (Advertising Standards Canada, 175 Bloor Street East, South Tower, Suite 1801, Toronto, Ontario, M4W 3R8), fax (416 961-7904)
- Complaints that raise potential issues under the *Code* are reviewed and adjudicated by independent, volunteer National and Regional Consumer Response Councils that include industry and public representatives.
- Upheld complaints are published in ASC's quarterly *Ad Complaints Reports*, which are available on ASC's website.

For more information, contact:

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