



EARLS RESTAURANTS LTD. DISCRIMINATES AGAINST DISABILITY GROUP

FOR IMMEDIATE RELEASE Vancouver, CANADA – Revised August 9th, 2011

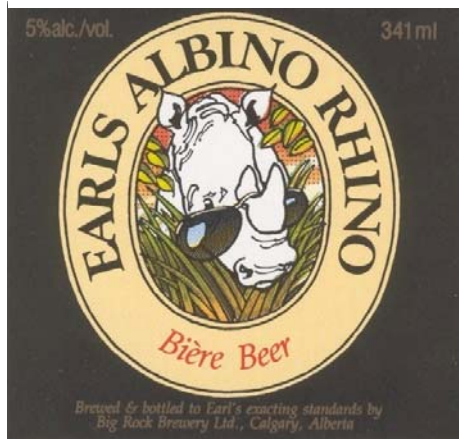
“Albino Rhino beer and Albino Wings are wrong – plain and simple” says Peter Ash, albino business man, and CEO & Founder of Canadian charity and rights group **Under The Same Sun (UTSS)**, and previous Earls customer. While dining there with his family, Peter went to the men’s room only to find himself face-to-face with Earls latest albino advertising gimmick. This time it was Albino Wings. Being an albino himself, the offence has always gone deep but this time it really hit home. He heard a voice inside saying; “Peter, you must raise your voice to confront this discrimination against your people!” He knew Earls had crossed a line that he, other albinos and disability groups would find unacceptable. The time to talk to Earls management was here. Hopefully, they would be open to growing their sensitivity about a disability group that are very rare and yet very visible, misunderstood and misrepresented. Hopefully Earls would commit to ending the discrimination.

After approaching Earls Management at various levels he discovered this would not be the case.

Earls has officially refused to remove the discriminatory branding. In fact Earls Vice President, Mark Barry, on June 14, 2011 wrote that the use of the term albino has “...evolved into something of a lexicon with our people and our customers, and that we occasionally refer to the product as ‘albino’ through much the same process as Coca Cola has become ‘coke.’”



Albino BC Businessman, Peter Ash, who is also legally blind due to his albinism.





Ash says; “While Earls Albino Rhino Ale is named after an animal with albinism and not a human, their target demographic for the Albino Rhino Beer & Wings ad campaign is clearly human. People drink beer, and People have the genetic disability of albinism”. He goes on to say:

“It is offensive to me; it is offensive to other albinos and other disability groups, and it should be offensive to all Canadian and American citizens, and in particular to all who patronize earls restaurants”

WHAT DOES ALBINO/ALBINISM MEAN?

Webster’s Dictionary: “*albino*: A person with congenital albinism: white hair and milky skin; eyes are usually pink.”

UTSS definition: “Albinism is a rare, non-contagious, genetically inherited condition occurring in both genders regardless of ethnicity, in all countries of the world. The condition results in a lack of pigmentation in the hair, skin and eyes, causing vulnerability to sun exposure and bright light. Almost all people with albinism are visually impaired, with the majority being classified as “legally blind”. *The term “person with albinism” (PWA) is preferred to the term “albino”.*

ALBINOS HAVE EXPERIENCED CHRONIC SOCIAL MISREPRESENTATION

We have yet to see culture, media, and literature properly represent albinism. Negative stereotypes abound. Bizarre characters (usually villains) labeled only as "albinos" with snow-white skin and hair, blood-red eyes, and supernatural powers plague the film industry:

To mention a few:

- The Da Vinci Code;
- The Matrix – Reloaded;
- The Firm;
- Lethal Weapon;
- Princess Bride

ALBINOS ARE A VISIBLE DISABILITY GROUP

Statistics Canada reports that we have *more than one in seven (14.3%) fellow Canadians with some form of disability*. Among the top five disabilities is Vision Impairment which includes albinos. Most are legally blind clients of the Canadian National Institute for the Blind.

UTSS believes that albinos constitute both a disability group and a visible minority, since it is highly visible and very rare.



IF ALBINO RHINO ALE IS OK, ONE WONDERS IF EARLS WOULD CONSIDER ADDING THESE DRINK OPTIONS TO THEIR BAR MENU:

earls 

This Week's Exciting Drink Specials!

Quadriplegic Rhino Ale: \$3.99
Down Syndrome Daiquiri: \$5.99
Cancerous Rhinoceros Ale: \$3.99
Multiple Scleroses Martini: \$5.99
Rheumatoid Rhino Ale: \$3.99
Refreshing Parkinson's Punch: \$5.99

3 ACTIONS TO END THE DISCRIMINATION

UTSS calls upon Earls Restaurants Ltd. to cease this discriminatory product branding as detailed below:

1. That a letter of apology via a company press release be posted prominently on the home page of their website, www.earls.ca
2. Immediate removal of the “Albino Wings” Ad Campaign from all restaurants in all forms; printed and online
3. Commit to fully eliminate the Albino Rhino brand name and its visibility in all Earls Restaurants by January 1, 2012.

Lastly, Under The Same Sun appeals to everyone who patronize Earls Restaurants to ask themselves these questions “Is it right for me to financially support a business engaged in ongoing public discrimination against a disability group in my neighbourhood? Can I enjoy dining at Earls knowing that every dollar I give them supports the company’s discriminatory behavior?”



The Public is urged to contact Earls Restaurant locations in person, post on the Earls facebook page, inform local chambers of commerce, the Better Business Bureau, civic leaders, human rights groups, media, friends and family about this serious matter.

For Further Information Media Outlets and Interested Parties may contact:

**Under The Same Sun
#400 – 15225 104th Avenue
Surrey, BC
V3R 6Y8
Canada
604-587-6502
E: media@underthesamesun.com
www.underthesamesun.com**



UNDER THE SAME SUN



David - Canada



Harry - Puerto Rico



Sisters - United Kingdom



Isabelle - Cameroun



Maizan - Malaysia



Brooke - China



Dasha - Russia



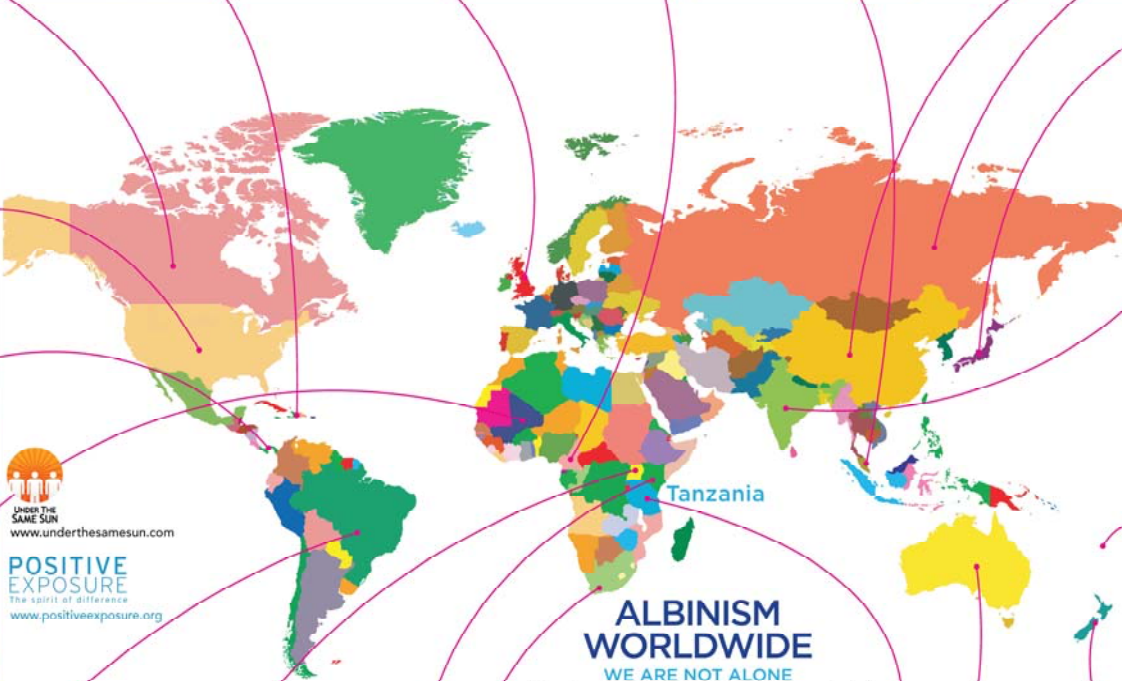
Noah - USA



Gladismira - Panama



Siri - Mali



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ALBINISM WORLDWIDE WE ARE NOT ALONE

Albinism is a non-contagious genetic condition occurring in all countries of the world. BOTH the father and mother must carry the gene for it to be passed on. Albinism is a lack of pigmentation in the hair, skin and eyes, resulting in low vision as well as vulnerability to sun exposure and bright light.



Jayde - Japan



Keke - India



Mere - Fiji



Amanda - Brasil



Tina - Uganda



CK and Daphne - Kenya



Smile - South Africa



Tanzania



Lauren - Australia



Ceara - New Zealand