

BUXOM BLONDE MAIL LANDS FEDERAL CREDIT UNION IN 'BIG' CONTROVERSY



The US Senate Federal Credit Union recent ad that has a photo of a rather well-endowed buxom blonde, whose face is partly seen, has raised feminist hackles and sparked a petition, questioning exactly what message the Credit Union is sending out. In the photo, the blonde's smiling mouth can be seen, her pink lips partitioned between a set of perfectly formed pearly white teeth, a cascade of blonde hair caressing her shoulder and, the bone of contention, her twin assets, that seem to be digitally altered to seem almost provocative. The photo is encircled by a special sparkle design indicator that directs the viewer's eyes to the big breasts, as if you'd look elsewhere. Obviously those at the US Senate Federal Credit Union are of the opinion that sex sells. Evidently referring to the photo, on one side is written, in Capital Font, "GOT BIG PLANS?" Let us worry about the money...you've got a lot of living to do." The reverse side reads. "Please borrow responsibly." Feminists and other likeminded people have found the ad offensive and said that there were manifold things that were wrong with the advertisement. First and foremost, they said, it was in extremely poor taste. They go on to allege, that anyone with scruples would find the ad insulting, primarily for the message it was sending out and for objectifying women, the way it had. "I got home from a nice holiday weekend late last night and found this in the mail," Washington, D.C., resident Amber Wobschall told The Huffington Post. "I've really been a lifelong credit union member. I'm also a feminist," she said. "So I was very disappointed to find this in my mailbox." Even though the ad says that your 'Big' plan could include a new home, a new car or a new attitude, it could also mean that if you are planning to get your breasts surgically enhanced, we loan money for that too. On Tuesday morning, in petition addressed to the president and CEO of the U.S. Senate Federal Credit Union, credit union member and feminist, Amber Wobschall, made three demands: 1) disciplinary action of the persons responsible for creation and approval of the mailing, a 2) A mailed apology to everyone who received the mailing and 3) anti-sexism training to help improve the environment in which this was allowed to occur. Talking to Huffington Post, Wobschall said, "I can't imagine what they were thinking. Mailings usually don't go out without a few sets of eyes in the approval process." A blogger, Yashar Ali, says he can hazard a guess as to what the Union was thinking, "You should get a loan to finally get the breast implants you've always wanted ... or maybe never wanted, but still feel pressured to get." The ad does have a veiled reference asking the targeted audience to, "Talk to a [service office] today about making the appropriate adjustments!" The operative word being 'adjustments.' The petition also had the following statement, "As a feminist and activist for women's rights, I am appalled at the blatant agenda to demean women and their role in this country. As long as we allow this kind of behavior, the more we lose respect, rights and our dignity as human beings. Shame on the U.S. Senate Federal Credit Union for believing this is acceptable." The credit union has a membership in excess of 32,000 and \$500 million in assets. Its representative did not respond to a request for comment.