



For Immediate Release:
Entertainment/Media/Justice Reporters and Editors

December 11, 2006

Contact: Mark Glaze, 202-271-0982

BIPARTISAN COMMISSION APPLAUDS UNIVERSAL STUDIOS FOR DROPPING OFFENSIVE MARKETING CAMPAIGN

Promotional Campaign for Film "Let's Go to Prison" Contained Offensive Allusions to Prison Rape

Washington, D.C. – The National Prison Rape Elimination Commission (NPREC) today released the following statement concerning the Universal Studios film *Let's Go To Prison*.

“We applaud Universal Studios’ decision to end its advertising and marketing campaigns for the film and DVD versions of its picture ‘Let’s Go to Prison.’ The ad campaign, originally designed to promote both the film and the eventual DVD, showed a bar of soap and a shower drain - a sophomoric “drop the soap” gag about prison rape.

“This brand of humor is appalling, and it’s also behind the times. Congress recognized that fact when it passed legislation in 2003 reflecting the nation’s condemnation of prison rape, and the need to combat it. And this ‘comedy’s’ awful performance at the box office is welcome evidence that the public takes sexual violence seriously.

“Hollywood presumably wouldn’t joke about women being raped or children being sexually abused. Prison rape is a similarly violent crime that violates the human rights and dignity of its victims.

“Every year, 600,000 inmates are released into communities across the nation. Making light of this problem dehumanizes the many thousands of inmates who have suffered sexual assault, and who will deal for the rest of their lives with its physical and psychological repercussions.

“Preventing sexual assault behind bars must be a top priority in every detention facility in the United States. Zero tolerance is the only acceptable standard.”

The National Prison Rape Elimination Commission is charged with developing zero-tolerance national standards for enhancing the detection, prevention, reduction, and punishment of sexual violence behind bars. The Commissioners are federal district judge Reggie B. Walton, who serves as Chairman; James Aiken, President of James E. Aiken & Associates, Inc.; Jamie Fellner, Esq., Director of the United States Program of Human Rights Watch; John A. Kaneb, Chairman of the Board of Directors of HP Hood LLC; Pat Nolan, President of Justice Fellowship; Gustavus A. Puryear IV, Executive Vice President, General Counsel and Secretary of Corrections Corporation of America; Brenda V. Smith, a Professor at the American University, Washington College of Law; and Dr. Cindy Struckman-Johnson, Professor of Psychology at the University of South Dakota in Vermillion.

The Commission will be holding its sixth public hearing, investigating “The Elimination of Prison Rape: Immigration Facilities and Personnel/Staffing/Labor Relations,” on December 13-14, 2006, in Los Angeles, California.

To learn more about the Commission, please visit www.nprec.us.

#