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## Feminist Group Starts #Notcool Tumblr Shaming Sexist Ads

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You can snap pics of misogynistic ads and upload to NOW Tumblr page

Remember that Summer Eve's "[Hail to the V](#)" commercial featuring a talking hand mimicking a vagina in a stereotypical "sista-girl" accent, who suggests black women spend too much time on the hair on their head, but neglect the hair down there? The same campaign also featured an Hispanic hand talking in a heavy accent about the type of thongs Spanish women wear.

Luckily, the ad generated mass media attention and was eventually taken down. While it's removal was a small victory for its opponents, across the country many more sexually and racially offensive ad campaigns go unchallenged. Now you can be a part of bringing awareness to these discriminatory ads.

[NOW-NYC](#), an organization that advocates on behalf of women rights, has launched an anti-misogynistic campaign called [#NotCool](#) that combines social networking and activism.

See a poster or an ad that is sexist, misogynistic, discriminatory, inflammatory, degrading or simply not cool? Snap a picture and post it to the #Notcool [Tumblr page](#).

Executive director of NOW-NYC Sonia Ossoria tells Loop 21 that the Tumblr [blog](#) provides a forum for the public to help put a spotlight on advertisement companies that continue to perpetuate negative stereotypes in the media.

"There are so many sexist and stereotypical images out there of women and women of color," Ossoria told Loop 21. "The situation remains that advertisers continue to portray women of color as animalistic, sexual predators. It's just ridiculous. Women and girls are bombarded everyday with these damaging images. They need to know that we are the people who buy their products. We hope this will give them an opportunity to put a spotlight on all bad media images out there and give it a name."

To learn more about the campaign and post your own #Notcool images click [here](#).