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Press Release

BROCK UNIVERSITY
MEDIA ADVISORY

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University Marketing &Communications
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Why it's "easy" for Canadians to ignore child labour: Brock prof

"Child workers in places like Bangladesh or Pakistan are not just far away physically, but for many Canadians they are also far away culturally and economically," says Brock University child and youth expert Rebecca Raby.

"Canadian consumers are also obscured by the shiny presentation of goods in our stores and through advertising which focuses on low prices, brand-names, and what products can do for us."

Professor Rebecca Raby is available to comment on a newly released Canadian poll in which most of the respondents said it's "easy" to ignore child labour.

Among the topics she can discuss include:

* how/why the conditions of labour for the production of products are so obscured and distant
* why people might find it more difficult to see children elsewhere in the same way as they see their own
* how/why people here might see these conditions as insurmountable
* the value of education, advertising, e-campaigns and activist groups

"As much as it may be uncomfortable to think about, Canadians can benefit from the exploitation of children elsewhere, in terms of low prices but also the value of shares, for share-holders, and for businesses."

Professor Raby can be reached until the end of Thursday, July 18.

For interviews contact:

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