



American Foundation  
for Suicide Prevention

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**AMERICAN FOUNDATION FOR SUICIDE PREVENTION CALLS ON  
GENERAL MOTORS TO PULL ADVERTISING**

*Ad Featuring Suicidal Robot is Offensive and Dangerous*

**New York** – February 07, 2007 – During Super Bowl XLI, General Motors launched their new “Obsessed with Quality” advertising campaign which featured a GM factory robot who gets laid off, becomes depressed and then kills himself. The **American Foundation for Suicide Prevention** found this advertisement to be offensive and potentially dangerous.

The American Foundation for Suicide Prevention requests that General Motors pull this particular ad featuring the robot’s suicide and cease any further promotion and marketing of this ad. This includes taking the ad off the GM website, the online advertising campaign and restricting sites such as [www.youtube.com](http://www.youtube.com) from posting the ad. The Foundation would further encourage GM to issue a statement of apology to those offended by this ad and take steps to inform the public about mental illness and suicide.

“The General Motors ad is insensitive to the tens of millions of people who have lost loved ones to suicide,” said Robert Gebbia, executive director of the American Foundation for Suicide Prevention. “The ad also suggests a troubling and potentially dangerous message that suicide is a logical and rational decision should one experience failure or lose their job. Research shows that more than 90 percent of people who die by suicide have a diagnosable, treatable mental disorder and are suffering.”

Suicide is a national health problem that claimed 300,000 lives in past 10 years in the United States and there are more than one million suicide attempts each year. It is the fourth leading cause of death among adults aged 18-65 and the third leading cause of death among our youth aged 15-24. The leading cause of suicide is depression, a real illness that affects 19 million people in the United States each year.

“More needs to be done to prevent suicide, but that is hard to do when the issue continues to be made light of and stigmatized,” said Mary Pat McMahon a National Board Member for AFSP and survivor of suicide loss. “Having lost my son to suicide, I found this ad to be careless, hurtful and not at all entertaining.”

**About the American Foundation for Suicide Prevention:**

The American Foundation for Suicide Prevention is the only national not-for-profit organization exclusively dedicated to understanding and preventing suicide through research and education, and to reaching out to people with mood disorders and those affected by suicide.

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