



April 5, 2017

Mr. Paul Brown
CEO
Arby's Corporation
1155 Perimeter Center
Suite 1200
Atlanta, GA 30338-5464

Dear Mr. Brown:

On behalf of the international membership of the American Hellenic Educational Progressive Association (Order of AHEPA), which was founded in Atlanta in 1922 on the principles that undergirded its fight for civil rights and against discrimination, bigotry, and hatred, I write to request an immediate halt to the advertising placement of a 15-second Arby's commercial titled, "Arby's: 2 for \$6 Gyros | Mathematics."

We strongly contend the commercial trivializes the contributions gifted to Western Civilization by the ancient Greeks, one of which is in Mathematics, and demeans the ancient Greeks. These contributions, which also include the arts, architecture, and sciences; and ideals, which include the notion of democracy and right of self-governance, inspired academicians, playwrights, and scientists; and revolutionaries, including our nation's founding fathers, across centuries. To insinuate, as the commercial does, the ancient Greeks were led to become "extinct" because they did not have the logic, or could do the proper math, to sell two gyros for \$6, is ludicrous and outrageous.

The ancient Greeks may have flourished 2,500 years ago. However, they are very much alive today because their contributions to Western Civilization in mathematics exist all around us—from the Pythagorean Theorem's use to construct our homes and buildings and to aid in navigation; to NASA's use of Pi in space exploration when operating Mars rovers such as Opportunity; to the obvious use of Euclidean geometry in art and architecture.

Therefore, although we appreciate the marketing of the gyro (its modern-day version credited to the late Mr. Chris Tomaras, an AHEPA Life Member), the manner in which the ancient Greeks are demeaned in the "Arby's: 2 for \$6 Gyros | Mathematics" commercial is unacceptable. Mr. Brown, we call for Arby's to pull the ad immediately and to issue an apology. Thank you.

Sincerely,

Andrew C. Zachariades
Supreme President

AHEPA is the largest and oldest Greek American organization with more than 500 chartered chapters across the United States, Canada, Europe, Greece, and Cyprus; and with sister chapters in Australia and New Zealand. Founded in 1922 to protect Greek-Americans from the evils of bigotry, its mission is to promote the ideals of Hellenism, philanthropy, education, civic responsibility, and family and individual excellence.