

Spirit Airlines Suggestive '69' Ad Should Be Grounded

I don't like flying Spirit Airlines. Their planes are often delayed for what seem like bogus reasons and the in-flight experience is not at all pleasant, but I had no idea the airlines' advertising was so perverted.

Maybe you didn't either.

I just found out about the Bare Fare ad, which promises, "Our fares are unbundled: no 'free' bag, no 'free' drink. From the start, it's just your (expletive) + gas and a personal item." The ad featured a stick figure hiding its private parts as if it was naked.

But One Million Moms latest alert reveals that Spirit Airlines has gone absolutely too far. Indeed, Spirit has crossed the line with its "We love 69" ad on its website and email campaign. It goes like this:

"We've been waiting to hit 69 planes for years. It's our favorite number—ever since we were 12 and found that magazine under our brother's bed (the one with the fantastic articles). #69 is perfect: just the right size, with a cockpit that's in your face (because it's bright yellow)," the ad reads. "Use your mouth to spread the word: Spirit is in an even better position to get you where you're going."

"It's a shame an airline would advertise in such a way when families fly on their airlines. This time they have outdone themselves with a disgusting ad," One Million Moms said. "The entire marketing campaign is horrible. This suggestive advertisement is offensive and completely inappropriate."

That about says it all. It's not cute. It's not witty. It's not acceptable.

Click [here](#) to take action and let Spirit Airlines know this filthy ad is unacceptable.