



Just in time for  
Christmas  
shopping...

# simons

is selling a dangerous idea: assisted suicide.

Simons Park Royal in West Vancouver is a local outlet for the oldest family-owned company in Canada. They proudly bill themselves as a “Canadian fashion destination since 1840.”

In October 2022, Simons produced an elaborate commercial promoting assisted suicide ([youtu.be/xLDnwVgpEIU](https://youtu.be/xLDnwVgpEIU)). With high production values and undoubtedly a large budget, the three minute video portrays a pre-euthanasia celebration for a woman named Jennyfer Hatch, now deceased.

Jennyfer’s celebration is complete with beautiful music, choreographed dance sequences on the beach, and numerous extras performing with giant luminescent puppets.

It’s not the kind of event most Canadians could afford as they prepare to “welcome death.”

In fact, some marginalized Canadians are now choosing assisted death because they can’t afford housing or mental health care. For them, death is not “a beautiful choice.” Death feels like their only choice.

But Simons can afford it, and so they use their corporate budget, and Jennyfer’s death, to denigrate natural death, and to promote their business. Simons glorifies chosen death as “soft...the most beautiful exit.”

Former CEO Peter Simons says his production shows that they are “a company that values community, connection and compassion.”

*If this were true, wouldn’t Simons promote living, not dying?*

Does this concern you? Turn over the page to find a message for Peter Simons.

# Mr. Simons, which of these facts were you unaware of before you decided to sell assisted death to your fellow Canadians?

- The Ontario College of Physicians wants certificates of death, completed by doctors, to “list the illness, disease, or disability leading to the request for MAID (Medical Assistance in Dying) as the cause of death” **and to make no reference** “to MAID or the medications” which actually cause death.\* (*Emphasis added.*)
- Between the time assisted death was legalized in 2016 and December 31, 2021, 31,664 Canadians had been euthanized. In 2021 alone, 10,064 people died through assisted death (6th leading cause of death in Canada at 3.3%).\*\*
- A number of studies have concluded that legalizing euthanasia and/or assisted suicide leads to more assisted suicide. Rates of non-assisted suicide also increase, in some cases significantly.\*\*\*\*
- A person’s natural death need not be reasonably foreseeable to qualify for assisted death.\*\* **People not terminally ill can choose to die by euthanasia.**
- If a person's natural death is “reasonably foreseeable”, the ten-day waiting period doesn’t apply.\*\* A person can request euthanasia on a “bad day” and die that day.
- The Quebec College of Physicians has proposed the legalization of infant euthanasia.\*\*\*
- Under Bill C-7, mentally ill adults **and adolescents** will soon be able to request a medically assisted suicide. Almost 1500 of Canada’s publicly funded psychiatrists, paediatricians, medical professors and general practitioners have joined an organization to fight this horrific cost-cutting measure.\*\*\*
- Approximately 1740 people (17.3%) have died by euthanasia **because of loneliness and isolation.**\*\*\*
- Recent reports indicate that Canadians are now choosing to die for reasons of poverty, disability, and mental illness.\*\*\*
- A guidance document produced by Canada’s providers of assisted death insists that doctors should bring up assisted death as an option before people ask, even though medical ethicists say this is wrong.\*\*\*
- The Belgian government will debate a child euthanasia bill on February 12, 2023, and the vote may take place the same day. Canada’s legal trajectory has been similar to Belgium’s.

\*Ontario College of Physicians Draft Policy, *Medical Assistance in Dying*, Item 10-11 a,b, lines 93-100

\*\*Third Annual Report on Medical Assistance in Dying in Canada

\*\*\*Thank you to Euthanasia Prevention Coalition Canada, [epcc.ca](http://epcc.ca), for all factual information provided here.

\*\*\*\*Does Legalising Assisted Suicide Make Things Better Or Worse?, Anscombe Bioethics Center, [bioecs.org.uk/](http://bioecs.org.uk/)

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## My Message to Mr. Peter Simons, Chief Merchant, La Maison Simons

Dear Mr. Simons,

In a time when many Canadian companies have been acquired by international interests, I have been proud to shop at a truly Canadian retailer. Now, I am forced to say that I no longer feel this way.

Mr. Simons, we need a *caring* community, not a *killing* community. I am asking you to help to create one. When you do, I will once again enjoy shopping at Simons.

Name: \_\_\_\_\_ Community: \_\_\_\_\_

(Fill in your name and the community where you live before presenting this information sheet to the manager of the Simons Store in Park Royal Mall, West Vancouver. Ask her to forward it to Mr. Peter Simons, at the corporate head office for La Maison Simons.)