



Change the Mascot!

FOR IMMEDIATE RELEASE

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Change the Mascot's New Thanksgiving-Themed Ad to Air in Detroit and Baltimore Surrounding Holiday Football Games

ONEIDA NATION HOMELANDS (NY) (November 26, 2013) The Oneida Indian Nation today launched a new Thanksgiving-themed radio ad calling for an end to the Washington NFL team's use of the R-word. Part of the Nation's Change the Mascot campaign, the latest ad will air on Baltimore's WBAL-AM and Detroit's WXYT-FM in the lead-up to the cities' Thanksgiving Day NFL games.

Entitled "Thanks," the new radio spot is the first from the campaign to surround NFL games that don't directly involve the Washington team. Previous ads have run in the nation's capital and other cities where the D.C. team has played road games, and will continue throughout the remainder of the NFL season.

In the new advertisement, Oneida Indian Nation Representative Ray Halbritter celebrates the spirit of the Thanksgiving holiday and extends the Nation's gratitude to those who have spoken out against Washington's team name.

"Thanksgiving is a holiday emphasizing the ideals of inclusion and mutual respect, and is a time when we give thanks. We would like to express our appreciation to everyone who has spoken out about the important moral and civil rights issue of changing the Washington football team's name," said Halbritter. "Change the Mascot supporters have sent a powerful message to the NFL

that no group deserves to be treated as the target of a hurtful racial slur, and that Native Americans should be treated as what we are: Americans.”

To listen to the new radio ad, titled, “Thanks,” [click here](#). For more information go to www.changethemascot.org

Full text of the “Thanks” ad:

RAY HALBRITTER: I'm Ray Halbritter of the Oneida Indian Nation. Thanksgiving is a day to celebrate the ideals of mutual respect between Native Americans and their surrounding communities and to give thanks.

In that spirit, we express our gratitude to everyone who has stood up in support of an important civil rights issue - changing the Washington NFL team's name.

We give thanks to the civil rights and religious leaders, students, sports icons, members of the media, lawmakers from both parties, the President of the United States, and Americans from all walks of life who have spoken out against the continued use of Washington's racist mascot. We are deeply thankful that this moral and civil rights issue has expanded into a national debate.

The supporters of change have sent a powerful message to the NFL. They have said that no group deserves to be treated as targets of a racial slur. They have said Native Americans deserve to be treated as what we are: Americans.

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