



Change the Mascot!

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New Change the Mascot Campaign Video Recaps Year of Native People Calling For End to R-Word Name

Crowd funding campaign aims to fund new Super Bowl ad

Oneida Nation Homelands (Dec. 15, 2014) [A powerful new YouTube video](#) released by the Change the Mascot Campaign looks back at the year's major developments in the national grassroots campaign led by Native people to change the National Football League (NFL) Washington football team's name. The video, released by the National Congress of American Indians (NCAI) nearly a year after the release of the campaign's viral video [Proud to Be](#), serves as a call to action to support a [crowd funding effort to fund a new video](#) for the upcoming Super Bowl in February 2015.

The new Change the Mascot crowd funding effort run on the popular site, Kickstarter, has a campaign goal of \$20,000 and will fund a new Super Bowl ad to be released online in advance of the event scheduled for February 1, 2015. The goal of the effort is to create a commercial and campaign to send a clear and powerful message to NFL fans prior to and during the NFL's championship game. The scope of the project includes digitally removing offensive logos from an exciting Washington highlight video to show the world what it will look like when the name

is gone – as the project description says, “No R-word, no mascots, no racism. But the amazing football play and players remain.”

As a reward for contributors, individuals who fund the campaign at certain levels will receive a t-shirt popular among Native campaigners in the team’s colors that sends a message on its own, to “REPLACE”, “RENAME”, or “RETHINK” the derogatory name of the Washington, DC NFL team.

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