



Change the Mascot!

FOR IMMEDIATE RELEASE

Media Contact: Brett Stagnitti
Oneida Nation Public Affairs Manager
(315) 829-8310
bstagnitti@oneida-nation.org

Change the Mascot Radio Ad Calling for Washington Football Team Name Change to Air in Denver After Being Rejected by D.C. Stations

ONEIDA NATION HOMELANDS (NY) (October 24, 2013) A radio ad urging Washington's NFL team and its owner to change its offensive name will air in Colorado this weekend ahead of the team's game against the Denver Broncos. The radio spot, which was pulled by the two Washington, DC stations just hours before it was scheduled to run last week, will air this Saturday and Sunday on Denver's KDSP-FM.

The ad, released by the Oneida Indian Nation, points out some of the unfortunate aspects of the Washington NFL team's history, including the fact the team was given its offensive name by its first owner, an avowed segregationist.

"The current team owner has the opportunity to put himself and the franchise on the right side of history by halting the use of this harmful epithet and choosing a legacy of inclusion and mutual respect," said Oneida Indian Nation Representative Ray Halbritter.

"Across the country we have witnessed a surge in support for changing the Washington football team's racist mascot," Halbritter added. "This issue is not going away. We will continue to call for Mr. Snyder to do the right thing. We will not be silent mascots."

As part of its grassroots Change the Mascot campaign, the Oneida Indian Nation will continue to air similar advertisements in Washington and all cities where the team plays road games throughout the NFL season.

To listen to the new radio ad, titled, “Legacy,” [click here](#).

Text of the “Legacy” ad:

NARRATOR: For all of its storied history, Washington’s NFL team will always remain in the history books as the last team to permit integration. That was the legacy of former Washington team owner Preston Marshall, and he was the same person who decided to use a racial slur as the team's name. Today, team owner Dan Snyder is still choosing to use that racial slur. But it doesn't have to be this way.

RAY HALBRITTER: I'm Ray Halbritter of the Oneida Indian Nation. As a proud NFL sponsor, our Indian Tribal Nation wants the NFL to be on the right side of history in the fight against racism. We know Washington fans do not mean to offend Native Americans. By changing his team's name Mr. Snyder can create a better historical legacy for himself - one of tolerance and mutual respect, not of racial epithets. Native Americans do not want their people to be hurt by such painful epithets. We just want to be treated as what we all are: Americans.

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