



Change the Mascot!

FOR IMMEDIATE RELEASE

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Oneida Indian Nation New Ad: Public Outcry Against the R-Word has Made Washington NFL Team's Season Historic

ONEIDA NATION HOMELANDS (NY) (December 30, 2013) When Washington's NFL team arrives home from its final football game of the season, it will be greeted with a new ad on the radio noting that this season has been historic despite the team's dismal win-loss record.

Entitled "Historic," the latest radio spot from the Oneida Indian Nation and [Change the Mascot](#) Campaign refers to the D.C. team's name as "the R-word," calling it a racial slur. The ad says that 2013 will be remembered as the year that opposition to the team name "finally gained national prominence as religious leaders, sports icons, governors, city councils, Members of Congress and the President of the United States demanded a name change."

"The United States is a country which champions civil rights and mutual respect, and the Washington team's dictionary defined R-word slur has no place in modern-day society," said Oneida Indian Nation Representative Ray Halbritter. "While the team may be hoping to put this season behind them, I can assure everyone that our campaign opposing this racist epithet will return stronger than ever in 2014."

The grassroots Change the Mascot campaign, which has attracted support and widespread media attention across the nation, has aired similar ads opposing the D.C. football mascot throughout the NFL season in Washington and cities where the team played road games.

Halbritter added: “We will continue to speak out until the NFL and Washington team owner Daniel Snyder choose to change the offensive mascot and stand on the right side of history. Native Americans do not deserve to be the targets of a racial slur, and we will not be silent mascots. We deserve to be treated as what we are: Americans.” To listen to the new radio ad, titled, “Historic,” [click here](#).

The full text of the “Historic” ad:

VOICEOVER: "As the NFL regular season draws to a close, it is safe to say that the Washington football team's year is forgettable when judged by its win-loss record. However, when judged by what rose up around the team, this year will be remembered as historic."

RAY: "I'm Ray Halbritter of the Oneida Indian Nation. For decades, civil rights activists have pressured Washington's team owners to stop using a racial slur as the team's name. This word - the R-word - is a dictionary-defined racial slur that continues to have negative cultural, psychological and social effects on Native Americans. This year, the campaign against this word finally gained national prominence as religious leaders, sports icons, governors, city councils, Members of Congress and the President of the United States demanded a name change.

Put it all together, and 2013 was the year the campaign against the R-word became a permanent movement. I want to thank everyone for joining this campaign, and I want to assure you that this campaign will come back stronger than ever in 2014. Native Americans don't deserve to be treated as targets of racial slurs. We deserve to be treated as what we are: Americans."

Learn more at www.changethemascot.org

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