



News Release

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**Racist NFL Team Name & Logo Met with Protest by Indigenous Peoples  
in Santa Clara Sunday, November 23, 2014**

**What:** Grassroots Indigenous Organizations to Hold March and Rally for Respectful Representation of Indigenous Peoples. The protest and news conference will coincide with the controversial Washington NFL team's game versus San Francisco 49ers.

**When:** Sunday, November 23rd, 2014

8:00am - Prayer Gathering @ Ulistac Natural Area; 4901 Lick Mill Blvd, Santa Clara, CA

9:30 am - March to Levi's Stadium; 4900 Marie P DeBartolo Way, Santa Clara, CA

10:00am - Rally @ Levi's Stadium; 4900 Marie P DeBartolo Way, Santa Clara, CA

**Where:** Ulistac Natural Area-- Occupied Ohlone Territory\*

**Who:** Sponsored by American Indian Movement-West, Bay Area Coalition Against Racism in Sports, Eradicating Offensive Native Mascotry, Indian People Organizing for Change, Sacred Sites Protection & Rights of Indigenous Tribes, ANSWER COALITION, Idle No More Bay Area CA, and more TBA.

A Northern California grassroots campaign is being launched by the Bay Area Coalition Against Racism in Sports. A march and rally to end the use of the racial slur, name and mascot of the NFL team from Washington, D.C. comes to Santa Clara November 23rd at 10:00 AM, Levi's Stadium. Grassroots community members & organizations will stand in solidarity to end the use of the racial slur as the mascot and name of the NFL team in Washington, D.C. November 23rd at 10:00 AM, Levi's Stadium in Santa Clara, CA. The events will coincide with an NFL game at Levi's Stadium where the controversial Washington team will play against the San Francisco 49ers.

The campaign calls upon the NFL and Commissioner Roger Goodell to end the use of the racial epithet and its hurtful reminder to the Indigenous peoples of their ongoing mistreatment. The Bay Area Coalition Against Racism in Sports is organizing its largest grassroots demonstration in the San Francisco Bay Area, a continuation of many years of protesting racism in sports. Kris Longoria, co-organizer states, "The Bay Area has a large Native American Community, a lot of history for our people standing up for our rights, started here in the bay area. We are committed to our culture and traditions, but using our people as mascots is unacceptable. Let's end this legacy of racism in sports."

Eradicating Offensive Native Mascotry, a sponsor of the demonstrations, has issued a call for support of Native Americans, human rights activists, and others who believe Native Americans deserve the right to determine how our culture and identity is represented in media and who are concerned for the future of Native American youth. The California protests are part of a series of nationwide actions at NFL games to "Change the Name & Change the Mascot!" that have been held at the Washington team's away games against the Cardinals, Cowboys, Vikings, and will occur at the Washington team's home game on December 28th. Nicholet Deschine Parkhurst, Eradicating Offensive Native Mascotry member, was a coordinator of the kick-off rally against the Washington NFL team's name at the October 12th Arizona Cardinals game. Deschine Parkhurst said, "Many grassroots groups and organizations seek to give voice to Native Americans who advocate for the Washington NFL team to change the team's name. San Francisco is a great backdrop to the November 23rd protest at the 49ers game because of the city's historic ties to the Indigenous rights movement. The NFL leadership cannot continue to ignore our voice or the fact that Native American themed mascots harm Native American youth." Student Dahkota Brown 16, Wilton Miwok tribal member added, "Team Pride should NEVER outweigh my culture or identity, or that of my peers. It is time to end racist mascots!"

In celebration of our continued resilience and fight against racism and colonialism, we honor our culture and traditions with singing, drumming, and dancing. Traditional dress encouraged! Bring your hand drum and your poster/sign/banner!

#notyourmascot #changethename #changethemascot

Note to editors: Colorful banners & theatrical displays. Preliminary interviews can be arranged.

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\*Ulistac is the Ohlone Village area nearby the stadium. It translates to uli a warrior stac meaning place/land.