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NEWS RELEASE

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DC COUNCILMAN LEADS BOYCOTT OF WASHINGTON REDSKINS

On Wednesday, December 11, 2019, David Grosso of the Washington D.C. Council, announced on his Instagram page that he would be doing a boycott of the city’s professional football team until it commits to dropping its mascot, logo, and team name, the “Washington Redskins”

In the caption of a photo of the councilman standing near a garbage bin filled with Washington Redskins apparel, Grosso said: “Enough is enough. It’s time to respect Native Americans and stop supporting teams and brands that show off racist caricatures. Join me in boycotting the Washington Redskins and sign my petition to convince them to make a change.”

Grosso has been an advocate against racially insensitive team branding since 2013 when he started his “Redskins to Redtails” initiative. Through his position in office and with the support of Native American activists, he hopes to enact change in how the public tolerates the widespread use of such images.

Native Americans have been mocked with racial epithets like the word “redskin” for decades, and individuals have attempted to cancel the trademarks of companies and teams that use such language. However, the United States Patent and Trademark Office has ruled that the Washington Redskins is not a disparaging or contemptuous term. While cases like this are in the

[MORE]

REDTAILS – PAGE 2

appeals process, the Redskins to Redtails campaign hopes to shift public opinion towards respecting the history and civil struggle of Native Americans.

Redskins to Redtails was founded by Councilman David Grosso of Washington, D.C. The initiative hopes to support the fight of Native Americans to convince teams and companies to change any branding that represents indigenous people in a hurtful or stereotypical way. To learn more and sign the petition, visit www.redskinstoredetails.org, or follow Grosso on Instagram and Twitter at @DGrossoRedtails.

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