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FOR IMMEDIATE RELEASE

## **Southern Cayuga Central School Bans Sale of Chiefs Logo on Campus, Will Review Guidelines About Mascot**

**Aurora, New York (April 8, 2015)** Following a letter sent by the National Coalition Against Racism in Sports and Media, the Southern Cayuga Central School in Aurora, NY has banned the sale of merchandise on school campus that displays their Chief logo. An independent sports booster organization had been selling t-shirts and sweaters with the logo on school grounds, and on March 24, 2015, the Board of Education informed the booster organization to cease the sale of all items depicting the Chiefs mascot. The school has also removed items with the mascot from their display case on campus.

The letter sent by the NCARSM addressed concerns regarding the Southern Cayuga Central School's Chief mascot and outlined the dehumanizing and detrimental effects that Native mascots have on all students. The letter calls on the Southern Cayuga Central School District's Board of Education to retire and abandon their discriminatory and harmful mascot.

In a letter to the NCARSM, Southern Cayuga Central School Superintendent Patrick Jensen wrote, "our Board of Education has referred the [Chiefs mascot] issue to our policy committee, with instruction to draft formal guidelines around the issue of a school mascot."

The National Coalition Against Racism in Sports and Media is a nonprofit dedicated to educating and when necessary confronting the individual, institutional and governmental influences that propagate racism in sports and media. The NCARSM has formed strong relationships with many companies, civil and human rights organizations, Native American tribes, iconic athletes, prominent journalists and national and international news publications. These relationships and the NCARSM's educational efforts have made the issue of racial stereotyping in sports and media a household discussion.