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For Immediate Release

## **ADVERTISING AGENCIES ANNOUNCES FREE MASCOT DESIGN PROGRAM**

The Gunter Agency, New Glarus, Wisconsin, along with G Communications, Wauwatosa, Wisconsin, announce a new program to provide replacement mascots to schools that currently have an Indian mascot.

Mascots, a character to represent a school, often used as a sports team icon, has been a staple of schools at all levels. The use of Indian mascots (the names like Braves, Redskins, Chiefs, etc. along with their graphic depictions) and icons (tomahawks, headdresses, etc.) have come under increasing scrutiny by the Native American community and the general public. Many in the Native American community find the use of the mascots and icons as derogatory to their ancestry and their values.

In order to help with any school that is wanting to change their mascot from one of Indian depiction to a generic name, The Gunter Agency announced that they are starting a program for advertising agencies and design studios to provide graphic design services to create a new mascot image free of charge to any school that makes the change. Along with offering the design services themselves, they will be seeking other agencies and design studios to participate as well. The first agency to sign on is G Communications, a full-service advertising agency in Wauwatosa that has an expertise in diversity marketing.

“What we are doing is making sure the cost of creating a new icon isn’t an issue when schools debate whether they should or shouldn’t change their Indian mascot,” states Randy Gunter, partner of the Gunter Agency. Although the agencies themselves are taking a neutral position on the issue, Mr. Gunter relates to the issue as his ancestry includes Sioux, Cherokee and Wyandot heritage.

For schools interested in finding out more about how they can utilize the services of one of the agencies, contact Randy Gunter through the Gunter Agency’s website at [www.gunteragency.com](http://www.gunteragency.com).

### *Contacts:*

The Gunter Agency is an award-winning full-service advertising agency based out of New Glarus, Wisconsin (south of Madison.) Along with advertising and design services, they are involved in web/interactive, public relations, and media planning.

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G Communications is a full-service advertising agency based out of Wauwatosa, Wisconsin. Along with full marketing services, a specialty area for G Communications is diversity marketing.

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Changing Winds Advocacy Center is an organization that promotes education, advocacy and service for the Native American community.

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