

# History Of The Name Washington Redskins



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The name "Washington Redskins" has been a topic of significant cultural and historical importance, reflecting the complexities of sports, identity, and societal values in the United States. The name itself carries layers of meaning, stemming from the team's origins in the early 20th century to its eventual rebranding in 2020. This article delves into the history of the name "Washington Redskins," exploring its inception, the controversies surrounding it, and its ultimate retirement.

## Origins of the Team

The football franchise that would eventually adopt the name Redskins was founded in 1932 as the Boston Braves, playing in the NFL. Here are some key points regarding the team's early history:

### 1. Establishment and Name Change:

- The team was established as the Boston Braves, named after the local baseball team.

- In 1933, team owner George Preston Marshall changed the name to the Boston Redskins, inspired by the popularity of the Braves and a desire to create a distinct identity.

## 2. Relocation to Washington, D.C.:

- In 1937, Marshall moved the team to Washington, D.C., where it became the Washington Redskins.
- The team's new home provided a larger fan base and a significant market for professional football.

# Cultural Significance of the Name

The name "Redskins" was initially intended to pay homage to Native American culture. However, as time progressed, the implications of the term evolved, prompting discussions about its appropriateness.

## Perceptions in the Early Years

During the early decades:

- The name was often viewed through a lens of admiration or reverence.
- The team featured a Native American logo and imagery, which some supporters felt celebrated Native American heritage.

## Changing Perspectives

However, as societal awareness grew:

- The term "Redskins" began to be criticized for its derogatory connotations.
- Activism from Native American groups and allies increased, challenging the notion that the name was a benign tribute.

## Controversies and Calls for Change

By the late 20th century, the name had become a point of contention. Various stakeholders expressed concerns about the appropriateness of the name.

## Activism and Public Outcry

### 1. Native American Activism:

- Organizations such as the National Congress of American Indians (NCAI) and others began to campaign against the name.
- They argued that the term was a racial slur and perpetuated harmful stereotypes.

## 2. Media and Public Figures:

- Prominent figures, including politicians, journalists, and celebrities, voiced their opposition to the name.
- Public sentiment began to shift, with many fans and community members calling for a change.

## Legal Challenges and NFL Response

### 1. Trademark Issues:

- In 2014, the U.S. Patent and Trademark Office canceled the Redskins' trademark registration, citing that the name was disparaging to Native Americans.
- This ruling was a significant blow to the team's brand and marketing efforts.

### 2. NFL's Stance:

- The NFL initially supported the team, citing tradition and history.
- Over time, however, as public pressure mounted, the league's position became more nuanced.

## The Decision to Rebrand

After years of controversy, the turning point came in 2020. The combination of nationwide protests for racial justice and growing awareness of cultural sensitivity prompted the team to review its name.

## Announcement of the Name Change

### 1. Corporate Sponsorship:

- Major sponsors, including FedEx and Pepsi, publicly called for a name change, significantly influencing the team's decision-making process.
- The financial implications of the ongoing controversy played a crucial role.

### 2. Official Rebranding:

- In July 2020, the team announced it would retire the name "Redskins."
- The franchise officially dropped the name on July 13, 2020, amid mounting public pressure and a reevaluation of its brand identity.

## Transition Period and New Identity

### 1. Interim Name:

- For the 2020 season, the team adopted the temporary name "Washington Football Team" while considering a permanent replacement.
- This interim name allowed the team to distance itself from its controversial past while still maintaining its operations.

### 2. Community Involvement:

- The franchise engaged with fans and stakeholders to gather input on potential new names, seeking to create a more inclusive identity moving forward.

## **Birth of the New Name**

In July 2021, the team officially announced its new name: the "Washington Commanders." This rebranding marked a significant shift in the franchise's identity.

## **Significance of the New Name**

### **1. Cultural Sensitivity:**

- The new name was intended to honor the military and first responders, establishing a connection to themes of leadership and service.
- The change aimed to move away from any associations with racial insensitivity.

### **2. Community Connection:**

- The Commanders name was selected through extensive input from fans, reflecting a desire to foster community engagement and ownership.

## **Conclusion**

The history of the name "Washington Redskins" is a microcosm of broader societal changes regarding race, identity, and cultural sensitivity in America. Initially embraced as a symbol of pride, the name became increasingly controversial, leading to decades of activism and debate. The eventual decision to retire the name and adopt "Washington Commanders" represents a significant moment in the team's history and reflects a broader commitment to fostering inclusivity and respect.

As the NFL and its teams continue to navigate issues of representation and cultural significance, the journey of the Washington franchise serves as a reminder of the power of names and their impact on communities, cultures, and identities. The evolution of the team's name encapsulates the ongoing dialogue surrounding sports and societal values, highlighting the importance of listening to diverse perspectives and honoring the heritage of all individuals.

## **Frequently Asked Questions**

### **What is the origin of the name 'Redskins' for the Washington football team?**

The name 'Redskins' was adopted in 1933, when team owner George Preston Marshall decided to name the team after the Native American heritage of the region.

## **When was the name 'Redskins' officially changed?**

The name was officially changed to the Washington Commanders on July 23, 2020, after years of controversy and calls for rebranding.

## **What were the criticisms associated with the name 'Redskins'?**

The name 'Redskins' was criticized for being a racial slur against Native Americans, leading to protests and demands for a name change from various advocacy groups.

## **How did the team's name impact its fan base?**

The name 'Redskins' created a division among fans, with some supporting the name's historical significance and others advocating for a change due to its offensive nature.

## **What role did sponsorship play in the decision to change the team's name?**

Sponsorship played a significant role, as major sponsors like FedEx and PepsiCo urged the team to change its name amid growing public pressure.

## **Were there any alternatives considered for the team's new name?**

Yes, during the rebranding process, names such as 'Redtails,' 'Warriors,' and 'Commanders' were considered before the final decision was made.

## **How did the name 'Redskins' affect the team's merchandise?**

The name 'Redskins' was once a major driver of merchandise sales, but the controversy surrounding it led to declining sales and the eventual discontinuation of related products.

## **What was the reaction from Native American groups regarding the name change?**

Many Native American groups welcomed the name change, viewing it as a positive step towards respecting their culture and addressing historical injustices.

## **Did any other sports teams change their names for similar reasons?**

Yes, several sports teams, including the Cleveland Indians (now the Guardians) and the Edmonton Eskimos (now the Elks), have changed their names due to similar criticisms regarding cultural insensitivity.

## **How has the legacy of the Redskins name influenced discussions about sports team names today?**

The legacy of the Redskins name has intensified discussions around the cultural sensitivity of sports team names, prompting other teams to evaluate their branding and the potential impact on

marginalized communities.

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