



Bob Ferguson
ATTORNEY GENERAL OF WASHINGTON

PO Box 40100 • Olympia WA 98504-0100 • (360) 753-6200

July 8, 2020

Sent by Electronic and U.S. Mail

Amazon.com, Inc.
Attn: Jeffrey P. Bezos
President, Chief Executive Officer, and Chairman of the Board
410 Terry Avenue North
Seattle, WA 98109

Dear Mr. Bezos:

For decades, Native American leaders have called for the end of the use of a racial slur against Native Americans as the name of the National Football League team in Washington, DC. In recent weeks, this call has grown louder amidst a global movement for urgent systemic change to end white supremacy in American institutions. I write to urge you to join the accelerating efforts toward this change by removing this team's merchandise from your website, including merchandise sold by Amazon and by third parties on Amazon's marketplace platform.

In the past week, FedEx,¹ which owns the naming rights to the team's stadium in Landover, Maryland, called for the team to change its name. Nike,² Target,³ Dick's Sporting Goods, and Walmart⁴ have all stopped selling team merchandise with the team name and logo. PepsiCo released a statement noting that "it is time for a change."⁵

Indeed, on Friday, the team said that it will "undergo a thorough review of the team's name." National Congress of American Indians President Fawn Sharp responded that: "This moment has been 87 years in the making, and we have reached this moment thanks to decades of tireless efforts by tribal leaders, advocates, citizens, and partners to educate America about the origins and meaning of the R-word."⁶

¹ <https://www.cnn.com/2020/07/02/business/fedex-washington-redskins/index.html>

² <https://nypost.com/2020/07/03/nike-pulls-washington-redskins-gear-from-store-amid-name-review/>

³ <https://www.cnn.com/2020/07/06/business/target-redskins-merch/index.html>

⁴ <https://www.barrons.com/articles/target-walmart-pull-washington-redskins-merchandise-from-online-stores-51594053993>

⁵ <https://www.nbcsports.com/washington/redskins/report-pepsico-joins-fedex-latest-redskins-sponsor-support-name-change>

⁶ <http://www.ncai.org/news/articles/2020/07/03/ncai-response-to-the-washington-football-team-s-commitment-to-addressing-name-change>

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In addition, I encourage Amazon to do a thorough review of all merchandise that features caricatures of Native Americans as brands or mascots, in consultation with individual tribes and the National Congress of American Indians, and remove offensive merchandise. For example, in 2018, Major League Baseball and the Cleveland Indians banned the racist caricature formerly used as the Indians' primary logo from the team's uniforms, stadium, and merchandise sold at the official Major League Baseball shop. Amazon's website, however, still advertises merchandise featuring the offensive caricature.⁷

Removing the symbols of white supremacy and racial injustice is one step toward meaningful progress and systemic reform. I urge you to join the movement supporting this long overdue change by removing merchandise branded with the racial slur that serves as the Washington, DC professional football team's name, as well as corresponding logos, from your marketplace.

Sincerely,



BOB FERGUSON
Washington State Attorney General

RWF/jlg

cc: Fawn Sharp, President, National Congress of American Indians

⁷ https://www.amazon.com/Cumque-Shirt-Chief-Sleeve-Blouse/dp/B07RZQQGWJ/ref=asc_df_B07RZQQGWJ/?tag=hyprod-20&linkCode=df0&hvadid=362544420958&hvpos=&hvnetw=g&hvrnd=3325033283122155982&hvpon=&hvptwo=&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9033307&hvtargid=pla-784568326258&psc=1&tag=&ref=&adgrpid=75598177825&hvpon=&hvptwo=&hvadid=362544420958&hvpos=&hvnetw=g&hvrnd=3325033283122155982&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9033307&hvtargid=pla-784568326258