

December 8, 2020

Dear EssilorLuxottica:

We are writing to urge your company to terminate its business and public relationships with professional sports teams that do not stop using names and racist branding based on Native American stereotypes. With the July decision of the Washington Football Team to stop using the name “Redsk-ns” and the accompanying logo at the urging of investors and many other stakeholders, attention is now turning to other teams. We believe this attention presents risks for your company if it does not take steps to change the names of the Major League Baseball Association’s Atlanta Braves, as well as the National Football League’s Kansas City Chiefs. **In particular, this time calls on the company to live up to the social values that the company has professed.**

It is important, however, that this statement be followed with action. As we saw recently with the Washington Football Team, Nike, FedEx, Pepsi, and Bank of America all took important steps to convey to the team the importance of changing its name and logo. At its most forceful it included threats to legally challenge the team’s adherence to contractual arrangements. On July 3, when FedEx released a statement in support of the Washington Football Team’s name change, it was only hours before Nike removed its online merchandise. A July 6 letter to the National Football League from Native leaders articulated the harmful use of Native mascots to the health and well-being of the Native community and demonstrated wide consensus among Native peoples. With 14 initial signatories, this letter garnered nearly 1500 additional endorsements by advocates and organizations. That same day, Walmart, Dick’s and Target removed team merchandise from its stores. On July 8, Amazon notified its sellers that it would begin pulling that merchandise from the site. These actions happened less than a week after the team announced its review of the name.

This is the type of leadership we are calling on from your company. Your relationship to teams that currently utilize the racist and harmful names and branding can be leveraged to call for immediate and necessary change.

It is heartening to see the outpouring of company statements and future-looking programs addressing systemic racism that have emerged. The actions being taken are wide ranging from workplace diversity to public policy. One specific action has been the evaluation of racist symbols and stereotypes. For example, we have seen the rebranding of consumer products that are offensive such as Pepsi's decision to sunset their Aunt Jemima brand and Land O'Lakes removing the “Native American” woman image from its packaging. Many companies have distanced themselves from names and symbols disparaging of Native peoples, including Anheuser-Busch, Philip Morris, Coca-Cola, Denny’s, and Miller Brewing. **Your company must not only distance itself from these names and racist branding, but urge others to do the same.**

Thus it is timely and urgent for your company to review its own business relationships with the Major League Baseball Association, the National Football League given the racist team names

still in use by the Atlanta Braves and the Kansas City Chiefs. As retailers of the merchandise of these teams, you can either continue perpetuating these racist names and branding or you can take this opportunity to demand change.

Virtually every major national American Indian organization has denounced use of Indian and Native related images, names and symbols disparaging or offending American Indian peoples, with over 2,000 academic institutions eliminating “Indian” sports references. They are symbols that loudly and clearly signals that Native Americans are not worthy of respect. This bears out in all arenas of life, from the doctor’s office where more than one in five Native Americans report experiencing discrimination in clinical encounters, to the classroom where Native American students reported being bullied because of their race over three times as often as white students.

In 2018, the National Congress of American Indians passed a resolution (#DEN-18-044) stating:

the continued use of racist language and images, stereotypes by national sports franchises detracts from the proud indigenous history and traditions of Native peoples and perpetuates inaccurate and harmful stereotypes about American Indian and Alaska Native peoples, exploits and degrades our culture, and relegates our people as vestiges of the past or cartoonish caricatures;

However, your company is facilitating the harmful perpetuation of Native American names and racist branding by continuing its relationship with the Cleveland baseball team, the Atlanta baseball team and the Kansas City football team. In doing so, the team is associating its brand with a symbol of hate and prejudice – giving it the company’s imprimatur. This association with and facilitation of the racism inherent in the name and logo runs contrary to the very sentiments expressed by the company.

Therefore, the undersigned 33 investors representing \$39.6 billion in assets, ask the company to move beyond the words on paper and to live up to the principles it is asserting by applying them to its relationship with the Major League Baseball Association and the National Football League. **We urge you to use your relationship to ask that these leagues and teams cease using names and racist branding based on Native American stereotypes and, if they fail to do so, terminate your relationship with them.**

Sincerely,

First Peoples Worldwide

Oneida Nation Trust Enrollment Committee

Trillium Asset Management

Boston Common Asset Management, LLC

Mercy Investment Services, Inc.

First Affirmative Financial Network

Adasina Social Capital

Adrian Dominican Sisters, Portfolio Advisory Board

Azzad Asset Management

Center for Ethics and Social Responsibility, University of Colorado Leeds School of Business

The Christensen Fund

Clean Yield Asset Management

CommonSpirit Health

Congregation of St. Joseph

Daughters of Charity, Province of St. Louise

Divest Invest Protect

Everence and the Praxis Mutual Funds

Felician Sisters of North America

Friends Fiduciary Corporation

Global Witness

Heartland Initiative

Impact Investors, Inc.

Impact Metropolis

Integrated Capital Investing

Miller/Howard Investments, Inc.

Native American Rights Fund

Native Women Lead

Natural Investments

NEI Investments

NorthStar Asset Management, Inc.

Northwest Coalition for Responsible Investment

Social Impact Strategies Group

Strugatz Ventures Inc.

Zevin Asset Management