

Name The Change / Now You Know Press Release

CHANGE THE NAME - Press Release

For media release

Petition to CHANGE THE NAME of gravel race cycling event “Dirty Kanza”

June 23, 2020

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Now you Know, Name the Change invite you to join us in asking Life Time to immediately change the name of the “Dirty Kanza” Gravel Race. A coalition of Indigenous, cyclists, faith-based and local Kansas people, united in their desire to see all people treated with compassion, dignity, and respect are demanding that use of the racial epithet for the bike race is immediately ceased. Kansa is the name for the indigenous people from the region, to use the adjective dirty in front of the noun is in no way an ‘honor.’

Kansa is the actual name of the Kaw people, redressing this appropriation is part of listening and being an ally. It is essential for the reclamation and protection of sovereign identity; both are ongoing issues in Native nations today.

The original petition gained momentum and was shared on social media throughout the North American cycling world and gained over a thousand signatures and dozens of comments supporting the movement in under 72 hours.

Monday a new petition was released stating: “ We, a united collective of independent Indigenous advocates, POC allies, cyclists, people of Faith, local Kansas residents, educators, Elders, youth, and builders of a Just World, ask that the name of the gravel event be changed to honor the dignity of Indigenous people.”

Head over to www.change.org/p/dirty-kanza-name-the-change-dk to sign the petition and www.changethename.com to learn more about the effort of the #NAMETHECHANGE petition.