No representation leads to misrepresentation
Invisibility creates a void that is filled by toxic stereotypes and false narratives.

72% of Americans rarely encounter or receive information about Native Americans.

This void is filled with racist sports mascots, over-sexualized portrayals of native women, offensive Halloween costumes, myths, and inaccurate portrayals in movies, TV, and news.

Americans hold negative and romanticized stereotypes simultaneously.

- 50% of Americans believe Native peoples get “free stuff” or government benefits.
- BUT also... are flush with casino money.
- Native peoples are spiritual, connected to the earth and are “noble savages.”
- BUT also... are “lazy drunk” who live in poverty.

Push back on stereotypes and demand contemporary, accurate, and authentic representations of Native Americans.

Smash stereotypes. Take the pledge.

Visit www.illumiNatives.org

Citations: Reclaiming Native Truth Project • https://illuminatives.org/reclaiming-native-truth/