

# NEWS RELEASE

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## **Nader Praises "Civic Courage" of Denver Post for Bucking Corporate Stadium Hustle**

Ralph Nader applauded the Denver Post for “an act of civic courage” in refusing to permit a corporation to rename -- and thereby redefine -- a fixture of the city’s civic life. The statement followed the Post’s announcement today that it will refer to the new Denver Broncos stadium by its nickname of “Mile High” stadium and not “Invesco Field” or “Invesco Field at Mile High.”

“It is commendable that the Denver Post has taken this stand against commercialism,” Nader said. “The renaming of American traditions and institutions by corporations who shell out dollars must be confronted and opposed by the civic culture.”

“This is truly an important and courageous act,” Nader said. “It is in the best tradition of American newspapers – to name things what they are rather than what corporations want them to be. Finally, an American media outlet is taking a stand and saying that corporations cannot buy every last inch of our culture, our local memories, and our civic spaces.”

The Denver Post reported today that ""The community at large thinks of this [Denver’s new stadium] as 'Mile High,' 'new Mile High' or 'the new stadium'," Post Editor Glenn Guzzo said. "Outside of official circles seldom do you hear Invesco Field, except in negative terms...In this case, the community's terminology is familiar, positive and clear. We think our decision will be accepted widely," Guzzo said."

“Other newspapers, radio and TV stations should follow the lead in their community that the Denver Post has just pioneered,” Nader said. “The Denver Post: where tradition took a stand.”

“The power to name is the power to define,” Nader said. “When corporations can name our civic institutions they define them and therefore – in a basic sense – ourselves.”

Ralph Nader founded Commercial Alert to keep the commercial culture within its proper sphere, and to prevent it from exploiting children and subverting the higher values of family, community, environmental integrity and democracy.

Commercial Alert’s website is at <[www.commercialalert.org](http://www.commercialalert.org)>.