

Category	Suggested Mascot	What makes this a good mascot for Amherst? (1,000 character limit)	Class
Aces	Aces	<p>Amherst students tend to be high-achieving in whatever their passion is - activism, community service, academics, arts, athletics, etc. An ace is defined as "a person who excels at a particular activity," which represents the entire student body; if we did not excel at what we do, we would not have earned a spot at this institution. An ace can represent virtually all people; it is not particular to one culture, gender, sexuality, or background. In addition, the ace could be visually represented quite simply by the Amherst "A" that already exists. We would not have to create a new image or buy new uniforms.</p> <p>Referring specifically to the criteria:</p> <ul style="list-style-type: none"> -The ace unifies the Amherst campus and larger community because it recognizes that not all people excel in the same thing, but we do all have strengths that combine to make our school excellent as a whole. -The ace is a very positive image, since it encourages you to work hard to excel in that which you are passionate about. -The ace is broadly relevant across all generations and the history of Amherst since Amherst College has been a high-achieving institution since it was first founded. -It represents the Amherst experience because students and faculty are expected to push themselves outside of their comfort zones to excel in areas they never thought to improve. -As mentioned, the ace is not gendered so it works equally well for women's and men's sports teams. -As mentioned, the current Amherst "A" would serve nicely as a visual representation of the ace. 	2018
Aces	Aces	Aces - this is a great name and can mean many things. Aces as in experts; aces as in poker; aces as in pilots; mascot could incorporate any or all of these. Plus I like the alliteration of "A"mherst paired with an "A" mascot.	1988
Aces	Aces	<p>We already have so much gear oriented around the letter A instead of the Jeff. I think this works as a transitional idea, and it can be evolved further. For example, we can be the "flying aces."</p> <p>"Ace" also refers to someone who is especially good at something. Since we excel to be the best at all we endeavor, this is a particularly good mascot for our innovative and hardworking Amherst spirit.</p>	2014
Aces	Ace's	I feel it embodies the academic and athletic expectations and accomplishments of Amherst!	2018
Aces	Amherst Aces	<p>Gender Neutral</p> <p>Starts with "A"</p> <p>Two syllable word, to match Am-herst</p> <p>Ace is a term reserved for best in class... Very representative of Amherst.</p>	2020
Aces	Amherst Aces		2020
Aces	The Aces	First, Ace and A signify excellence. Second, "A"s is a venerable baseball name (originally "Athletics," but changed to the simpler form years ago). Third, every AC team already has a big A on its jerseys and other paraphernalia; sometimes simpler is better.	
Aces	The ACES	This builds on the Amherst College initials, AC. The word ACE, of course, has a sporting reference that makes it appropriate to teams, but more generally an ace is an expert and even, as in the expression "to ace an exam," can suggest intellectual pursuits. The military reference to a combat pilot evokes a fierce competitor. The ace of spades is the highest card in card playing and is a natural symbol of winning. It does have some less happy connotations, which could be avoided by choosing the ace of hearts as the appropriate visual symbol. Red is always a good symbol of fortitude, and the heart is a symbol of courage and romantic love.	1963
Purple Aces	The Purple Aces	war time training of fighter pilots in WW2 ...see Ted Williams (of red sox fame) trained at Chilly Amherst Naval aviation cadet T. S. Williams was sent to Amherst College in chilly Massachusetts for preflight training, a 90-day ordeal described as a combination of Officer Candidates School and a crash course in advanced science. Prospective pilots got into shape and learned how to be military officers as they studied basic theories of how airplanes operated. The surviving cadets then moved to Chapel Hill, N.C., for three months of preflight training. There the academic load became more rigorous, but they actually got to fly. The ground-school curriculum included subjects such as engines, ordnance, aircraft characteristics, aerodynamics and navigation.	1975
Amethyst	amethyst	amethyst - alliterative, purple color, its light refractive qualities can help "illuminate the earth"	1982
Amethyst	Amethyst('s)	Because its an alliteration and amethysts are purple!	2020
Amethyst	Amethysts	Amethysts-references the color purple which has been with us a long time. Alliteration as well.	1988
Amethyst	Amherst Amethysts	Amethyst would also be a great mascot for the college as it is durable, purple and often grows inside rocks, which is quite metaphorical.	2020
Amethyst	Amherst Amethysts	<ul style="list-style-type: none"> -Amethyst Brook, great outdoor preserve in Amherst -Local gem, yet treasured worldwide -non-gender -visually pleasing ("A thing of beauty is a joy for ever" -Keats) -purplish tint -good alliteration! 	

Amethyst	The Amethyst	<ul style="list-style-type: none"> • It is representative of the school colors, which are probably already widely popular. • Suggests Authority, Sophistication, and Power (https://en.wikipedia.org/wiki/Color_psychology) • It is alliterative. • It is in the tradition of many other teams with color-based mascots (Harvard Crimson, Chicago Maroons, Stanford Cardinal, Cincinnati Reds, Cleveland Browns). • Amethyst Brook is nearby. • Works for both women's and men's teams. • A nice visual appearance would be a cut gemstone. • The teams could have a nickname "The Gems", which would easily replace "The Jeffs". 	
Amethyst	the Amethyst	<p>If we aren't going to be the Moose, a nickname that would have fit nicely with all the other large animals in NESCAC (Polar Bears, White Mules, Jumbos, etc.), then we can match the one other supreme liberal arts college in the East, i.e., Swarthmore. Their color is dark red, their nickname the Garnet. Amethysts are resilient, purple and beautiful. Also, Amherst has a fabulous history of studying geology.</p> <p>OR:</p> <p>The Sabrina tradition goes back to the 19th century. Gender is not an issue. The name is catchy. The logo does NOT have to copy that old statue of the semi-clad nymph.</p>	1968
A's	"A"	A is the first letter of our alphabet, the best grade one can get, and the first letter of our college's name. Befitting our college, A is more cerebral than other possible mascots. It has none of the negative connotations of most other mascots. And A is already a big part of Amherst iconography. Amherst is an A college!	1975
A's	"A"s	First, Ace and A signify excellence. Second, "A"s is a venerable baseball name (originally "Athletics," but changed to the simpler form years ago). Third, every AC team already has a big A on its jerseys and other paraphernalia; sometimes simpler is better.	
A's	A (An uppercase purple letter A)	A - the first letter of Amherst, Academics, Athletics, Arts, Acapella, All.... many things that make Amherst what it is today, as well as what has made Amherst unique over all these years. No one could find fault with a big capital "A"	1990
A's	Amherst A's	It's simple & represents the first letter of the name of the college	1988
A's	Amherst A's	Seeing as we already use the letter "A" in place of the image of a mascot, being the Amherst A's would be logistically easy. Additionally, the letter "A" can represent excellence in both "A"thletics and "A"cademics, something that people from all different groups on campus can identify with and rally around. The letter "A" is often equated with success, due to the connection it has to the "A" letter grade. However, having the "A" as our mascot would not only promote excellence in academics; it would also emphasize the notion of striving for "A's" in all areas of life, an idea embodied by the typical, well-rounded Amherst student.	2019
A's	Amherst A's	We deserve an A! A for effort	2018
A's	A's	it's not the first of its kind; Oakland's MLB team already uses the name it is made up of the first letter of Amherst or Amherst Athletics (Oakland's team name is short for Athletics) it can be symbolic of our commitment to academic excellence	2007
A's	A's	it's not random	2019
A's	A's	I feel it embodies the academic and athletic expectations and accomplishments at Amherst!	2018
A's	The Amherst A's	It's not offensive.	2018
A's	The A's	John Willis said it very well: "I suggest we follow Nathaniel Hawthorne's example and choose the letter "A"; as his book so profoundly points out, it can mean whatever the context demands it mean." Yes Like: The Abolitionists, The Abstainers, The Anti-Clerics, The Arguers, The Antimacassars, The Antimasquers, The Agonists . . . Well, you get the idea--	1961
A's	the letter "A"	Feeling that mascots are a poor substitute for rational thought, but recognizing that they seem (perhaps for that same reason) to be useful for fundraising purposes, I suggest we follow Nathaniel Hawthorne's example and choose the letter "A"; as his book so profoundly points out, it can mean whatever the context demands it mean	1961
A's	We could be the Amherst A's	It is the letter our school starts with	2018
Beacons	Amherst Beacons	"Light up the land" is the Amherst motto. What better to symbolize leading by lighting the land ahead than an Amherst Beacon, which will lead the way to the future, as well as illuminate all around it. The symbol will convey both knowledge, wisdom and action! What could be better? It will inspire Amherst students, alumni and faculty, both descriptively and graphically. (An alternative might be the Amherst torches.)	1959

Beacons	Beacon	<p>Meaningful: An evocation of "Terras irradiant," the beacon affirms Amherst's commitment to inclusivity, leadership, and service at a time when those qualities have never been more important. Symbolically, it invites and it guides. Its shining light promises opportunity and safe harbor to all who seek knowledge, community, and purpose. That same beam also illuminates the path forward, the one that leads to greater understanding and progress.</p> <p>Timeless and modern: Beacons predate Amherst, yet they're also embedded in today's digital lexicon. In our mobile and geolocated world, beacons are conduits of information and facilitators of community. They help us chat when lonely, learn when curious, and find our way when lost. Like Amherst students and alum, they beam knowledge from a place that has it to a person who needs it.</p> <p>Cerebral: Let's avoid the unimaginative jock-school tropes of animals and objects that say nothing about our mission or identity. Let's stand apart, as always for our creativity and commitment to scholarship.</p> <p>Visually appealing: You'll instantly know what this symbol means when you see it. And the beams provide dynamic graphical opportunities, especially when rendered with digital animation. Heck, we could even install an actual beacon atop J-Chap.</p> <p>Inclusive: Many mascots divide a community, or fail to include and inspire the passionate students who are not athletes -- the young woman who is volunteering for Splash, the junior DJ on WAMH, and the proud member of Model UN. The beacon welcomes all religions, races, political persuasions, and gender identities. It works for scholars, athletes, faculty, and alum.</p> <p>As an alum (88) and parent (18), I hope we select a mascot with meaning and connection. We find ourselves in this process because we can no longer call ourselves "Lord Jeffs." Would we be proud to stand before an audience and say "I am a moose"? No, because that identity says nothing about our mission or shared experience. "I am a beacon" and "We are beacons" are different. They speak to Amherst's commitment to inclusivity, leadership, and service. I would be proud to wear a hoodie with a beam of hope shining from the logo on my chest.</p> <p>Mascots claim and promote a collective identity. We have an opportunity to make a significant and lasting statement about Amherst's identity, one that may last another 150 years. Let's live up to "Terras irradiant" as we make this decision.</p>	1988
Beacons	Beacon	Terras irradiant, get it? But the word has a positive connotation, associated with a source of knowledge, wisdom, safety. A guide for those lost. A source of light in a dark world.	1970
Beacons	Beacons	<p>Ties in with the school motto "Terras Irradiant." Then again, I suppose the econazis would object to the waste of carbon in fueling the lamp and are more interested in the College continuing to fumble around in the dark.</p> <p>A second choice is no mascot at all. One mark of Amherst people is an inability to achieve a consensus on anything which ties in with the old Valentine Hall sport of getting in the last word on anything. Some group, somewhere, would be offended at anything chosen.</p> <p>Why can't you guys differentiate between what's important and what isn't?</p>	1977
Beacons	Beacons	Consistent with school motto, positive image, unlikely to offend any constituency.	1979
Beacons	Beacons	Simple but effective play off of the school motto. Could be a pretty neat logo.	2006
Blaze	mascot should be named "blaze" and have something to do around "terras irradiant" or specifically with the college's seal.	One idea to consider is to make a distinction between the mascot and the college's nickname. The nickname could be "The Purple" or "The Purple and White". I would think it could be a good compromise to separate the mascot from the nickname.	
Blaze	Amherst Blaze	This mascot compliments the motto on the Amherst seal "Terras Irradiant."	2001

Blaze	BLAZE	The school motto is "Terras Irradiant" ("Let them enlighten the lands"). "Blaze" is a synonym of "light"; NOUN: "the natural agent that stimulates sight and makes things visible."; VERB: "become illuminated". On February 21, 1825, the Massachusetts Legislature granted a charter to "Amherst College." The first commencement held under the charter was on August 24, 1825. The diplomas issued on that occasion contained the first official impression of the College Seal. The original seal is circular. The words "Sigill. Coll. Amherst. Mass. Nov. Ang. MDCCCXXV" surround a sunburst with individual rays over an open Bible. The sun has a face on it. The motto "Terras Irradiant" ("Let them enlighten the lands") is located directly underneath the sunburst and Bible. In 1961, the College redesigned the Seal.... The motto, Terras Irradiant, which had been below the open Bible, was now placed between the sunburst and the book. The rays of light emanating from the central sun were redesigned to join the sun. https://www.amherst.edu/library/archives/exhibitions/seal	1999
Dinosaur	Dinosaur	-dinosaur footprints are iconic for the CT River Valley -dinosaur footprint collection started by Amherst faculty Edward Hitchcock in the 1800s is one of the best in the world and so a dinosaur mascot would tie into Amherst's long tradition in the natura	1999
Dinosaur	Dinosaur	The Pioneer Valley has a famous concentration of dinosaur footprints, many of which are found in the Beneski Museum's renowned collection. Also a dinosaur would be a fun and intimidating mascot.	2008
Dinosaur	Dinosaur	Amherst has the largest dinosaur footprint collection in the world. Sports uniforms could have dinosaur footprints on them. Probably needs a snappy nickname - e.g. Tufts Jumbos, not "elephants;" Williams Ephs, not purple cows.	2012
Dinosaur	Dinosaur	I love dinosaurs	2020
Dinosaur	Dinosaur	They claim a prior occupancy-Lake Hadley. College tradition-President Hancock. Wide choice of types; proven advertising value-sinclair oil-DynoGas; could have personal dinosaur prints on principal roads leading to Chapel Hill, copy Clemson; unlimited opportunity. Look what GEICO did with only a gecko.	1942
Dinosaur	Dinosaurs	We have a rich history of paleontology and scientific discovery by Hitchcock and others and I think that would be a great thing to celebrate&also a really cool and unique mascot.	2014
Dinosaur	Dinosaurs	North American ice-age vertebrates, fossil footprints present in Natural Science Museum, natural science curriculum	1966
Dinosaur	Dinosaurs	Our natural history museum	2006
Dinosaur	Friendly version of a nonavian theropod dinosaur	Ties in with Noah's Raven, first dinosaur tracks discovered in America, initially thought to be bird tracks. This is Amherst College history involving professor and later president Hitchcock. Dinosaur mascot can be apolitical, asexual, non-racial/ethnic, non-controversial, very friendly, but fierce when competing. Slogan of "making tracks into the future" could be emblematic of an Amherst education.	
Dinosaur	The Dinosaurs	1. Fits into College's history, given it's incredible fossil/footprint collection. 2. Quirky. No other college has it. 3. Totally non-controversial. 4. Can eat purple cows. 5. Lots of potential cheers and images 6. "Frost" is awful--he already has the library; everyone hates the cold; not easy to cheer or turn into mascot; non-inclusive.	2010
Dinosaur	The DINOSAURS. DINOS for short	It is time to return to first principles, preceding even the discredited Lord Jeff. The evidence shows that the earliest known Amherst residents are the Connecticut Valley dinosaurs. The Amherst dinosaurs undoubtedly included males and females, so they are free of sexist taint. They have conferred distinction upon the college since 1835, when Amherst College President Edward Hitchcock first collected their tracks (he presciently identified them as avian tracks). I propose that "Go Dinos!" has all the qualities desirable in a college cheer: dynamism, authenticity, and historical significance. What adversary would want to oppose a team of determined Jurassians? The term DINOSAURS also has a tongue-in-cheek quality that suggests that Amherst students have a sense of humor. Dinosaurs lend themselves to a variety of graphic representations, perhaps not least the tracks associated with Amherst.	1963
Dinosaur	Dinosaur	fit in with other NESCAC mascots	2017
Falcons	Falcons	There are many falcons in the area, a nesting pair lived in the barn behind 522 S. Pleasant St.	
Falcons	Falcons	Falconry with the Outing Club!	2017
Falcons	Falcons	do not kill and natives to NE	2019
Falcons	Falcons	do not kill and natives to NE	2019

Flame	The Amherst Flame - as in "fire".	<p>Short answer: Amherst graduates give light to the world.</p> <p>(And why is education defined by "degrees"?!)</p> <p>Fire is gender neutral - can't offend anyone with a questionable history or politically concerning narrative.</p> <p>Fire is one of the most powerful, feared and respected forces in the world. Handling of fire requires wisdom and knowledge. Fire gives both heat and light, fire cleanses and shapes and restores and creates and destroys. (Isn't fire such a singularly skillful beauty - like an Amherst grad?!)</p> <p>Classical Greek Philosophers' believed fire to be one of the four elements by which all things in the Universe - including humans - were made : Earth, Water, Fire Air.</p> <p>Fire is essential to the formation of and strengthening of many materials (forging and tempering - metaphors for an Amherst educational experience).</p> <p>Fire can be cultivated through a variety of chemical reactions and materials - just as through the process of combining proper measures of educational conditions with raw intellectual abilities can result in the flame that produces the illuminated thinking of an Amherst educated mind.</p>	1982
Flame	Amherst Flame(s)	In keeping with the Amherst's motto of "Terras Irradiant" (?sp) eg. "light up the land," I previously suggested Amherst Beacon(s) with a close alternative being Amherst Torch (s). I now submit another alternative: Amherst Flame (s). I think any one of these as a non-animal mascot would reflect favorably on Amherst's role of illuminating darkness, or more specifically bringing knowledge to the world.	1959
Flame	Amherst Flames after Terras Irradiant (The Amherst Light)	<p>Light is quite inspiring and in line with the Amherst College values. Light would be a beautiful concept. Symbolizing knowledge and about our social mission to bring more good into the world with our education -- also hails back to our founding.</p> <p>Amherst has become defined by our commitment to social justice -- a wonderful thing especially in this time when there feels like so much darkness.</p>	2000
Flame	Flame (or "Flames")	Amherst's motto is the Latin "Terras Irradiant," translated "Let them give light to the world." What better way to live out this motto than for our mascot to literally be something to do with light? As intellectuals, Amherst students and alumni let their light shine throughout the world. As athletes, Amherst teams are "on fire" and totally dominate--just like a fire consumes everything in its path! Please note that I have listed "Flame" specifically as my suggested mascot, but other options having to do with light could be "lux" (which is Latin for "light," which would tie into the Latin motto more specifically), "lumen" (also Latin for "light"), or "blaze." The concept of fire/light/etc. also opens up many opportunities for a visually pleasing logo.	2017
Hamster	Amherst Amsters(Hamsters)	Everyone likes hamsters	2020
Hamster	Amherst Hamster	<p>Hamster and Amherst are anagrams. Arriving at this mixture of 7 letters could only come out of a liberal education -- hence only from a school like Amherst. The Amherst -- Williams rivalry is to be nurtured and celebrated. The Purple Cow is whimsical and unique and it would be appropriate for Amherst to have a comparable mascot. The most common American Hamster originated in Aleppo, Syria and its survival in the U.S. signifies hope for those beleaguered souls in Aleppo today and highlights the value of diversity which is so important to Amherst today. The Aleppo Hamster is also known as the Golden Hamster. As long as Amherst is bent on throwing away a long tradition, it might as well consider changing colors -- perhaps Gold and Purple (royal purple that is, not the "purple" of Williams). As a Division III school, Amherst is small, but feisty. The students are indefatigable just as the Hamster can run tirelessly in a "Hamster Wheel." I can see a costumed Amherst Hamster running in such a device at Pratt Field after a touchdown while the jubilant crowd sings "Oh Hamster, Brave Hamster! 'Tis a being known to run on and on. May it ever be victorious... 'til the sun shall climb the heavens no more." The Hamster would be fairly unique and does not appear to have a gender which should make every element in the diverse Amherst community happy -- even those from Syria given the hamsters' origin. The Arizona Diamondbacks have a hamster as an unofficial mascot, but so what? Google Hamster Mascot and you will find there are plenty of Hamster costumes available now for our cheerleaders. Go Hamsters!!!! P.S. Never Moose. Submitted by a member of the upside-down class of 1961. Flip it and it is still 1961. Never again until 6009.</p>	1961
Hamster	Amherst Hamsters	ANAGRAM! Need I say more? If so, I'll add this: hamsters are small, but mighty. They are nocturnal, like most undergrads. They are fuzzy and cute, entirely unobjectionable, and non-lethal. Hamsters have never decimated a native population -- and as far as we know, they do not discriminate on the basis of race, class, or gender. That said, they can bare their sharp little teeth and inspire fear in the hands of the most powerful. They are tenacious and they never give up...even when they probably should. Hamsters! Hamsters! Hamsters!	2011
Hamster	Amherst Hamsters	"Hamster" is the only anagram of "Amherst"! Hamster is cute.	2017

Hamster	Amherst Hamsters	It's an anagram of Amherst; It's a bit tongue-in-cheek, appropriate for a Division III school.	1993
Hamster	Amherst Hamsters	The only word that is an anagram of Amherst is Hamster.	2019
Hamster	Amherst Hamsters	They're cute, smart, and it sounds good w/our name	2017
Hamster	Amherst Hamsters	Anagrams!	2017
Hamster	Ham, the Amherst Hamster	Inquisitive, industrious, intelligent cute little animals. Smaller cousin to University of Wisconsin's Bucky Badger (who President Martin knows well...), befitting for a Little Three College. (Please google Bucky Badger : He is by far the most recognized and celebrated personage in the entire state of Wisconsin). Best of all: "Hamster" is an amalgam of "Amherst". One could be cute and actually pronounce the name as "Am the Amherst Amster" as the H's are all silent, of course ;) One could dress him in any sports outfit, perhaps with him wearing a graduation mortarboard (and spectacles?) to show how intellectual he is, even while playing sports...	1976
Hamster	hamster	Requires only minor modification to school song.	1969
Hamster	hamster	everything except the last 2 desiderata	1958
Hamster	Hamster	Anagram of Amherst! Also, everything here: http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot	1998
Hamster	HAMSTER	A singular anagram for a singular college!	1963
Hamster	HAMSTER	It's politically correct, inoffensive to most species and as your brilliant Professor explained, "transpose the letters to spell "AMHERST". P.S. Hamsters did not fight Indians or the French.	1953
Hamster	Hamster	I believe this has already been suggested by others, but I wanted to show support. It's an anagram for Amherst! And the "h" will finally get its voice. Because no part of Amherst should be silenced.	2008
Hamster	Hamster	Hamster - Amherst anagram. Plus numerous other wonderful redeeming qualities of this small rodent that tie in closely to the ideals and virtues that define Amherst, I am sure.	2010
Hamster	Hamster	It is an anagram for "Amherst" - credit goes to Sam Regenbogen '11 but she didn't want to submit it herself	2012
Hamster	Hamster	<ul style="list-style-type: none"> * Hamsters are mammals. This is good. Most Amherst students and alumni are too. * Some hamsters are male and some are female. This is also good since our college is co-ed. * Hamsters come in a veritable cornucopia of colors and hairstyles, and from all around the world. Again, a plus. We are now a very diverse college. * Hamsters are nocturnal creatures and are especially active at night. Students here have been known to burn the midnight oil. * Hamsters enjoy playing on hamster wheels, infernal contraptions to which many an Amherst student has compared the social-scholastic pressures at Amherst College. (Heads up: the college has plans to install hamster wheel standing desks in all new dorm rooms.) * Our college is now very much about doing the right thing by its students. And unlike most other four- or even two-legged creatures, the hamster has played a role in advancing human rights. According to Wikipedia (so this must be true), "In 1774, Friedrich Gabriel Sulzer, a companion of Johann-Wolfgang von Goethe, devoted a whole academic monograph in the domain of social sciences and natural history to hamsters, entitled "'An approach to a natural history of the hamster.' In several instances, he used the hamster to document the equal rights of all beings, including Homo sapiens. Check it out yourselves: The book, Versuch einer Naturgeschichte des Hamsters, is available from Amazon. (The original's cover is lovely.) * Hamsters can be very cute but they can also be mean-ass vicious. This is good for a sports mascot. * "Hamster" rhymes with "gangsta," which could prove very useful. * Die-hards can still sing the old songs: "Oh, Lord Jeffery Hamster was a rodent of the King"!" * Finally, there is the most compelling reason. "Hamster" is an anagram * the only anagram * of "Amherst." The significance of this fact cannot be overstated. Most features of this college are subject to change: our size, our student composition, our faculty's IQ, how well endowed we are, the number of cereals on offer in Val and on and on. But there is one fact about Amherst that will never change. For the board of trustees has declared: "Amherst College will always be the name of the school." Hence "hamster" will always be spot-on. It will never be dated, never be overtaken by a changing institution or shifting moral standards. It is now and will remain forever the scrambled mirroring of who we are and always will be. Lord Jeff is dead. Long live the Hamster. 	2013
Hamster	Hamster	because it is an anagram for Amherst :)	2020
Hamster	Hamster	http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot	2017

Hamster	Hamster	See Prof George's article	2018
Hamster	hamster	It is an anagram for Amherst.	2020
Hamster	Hamster	It's an anagram. Lol.	2020
Hamster	Hamster	I love anagrams.	2020
Hamster	HAMSTER	IT IS AN ANAGRAM OF "AMHERST"	1955
Hamster	Hamster	It's an anagram for Amherst! (How rare and awesome is that!) And this animal is very compassionate, wise, and industrious (and a occasionally a bit mischievous), just like our students!	1983
Hamster	Hamster	Frost sounds like a better fit for college sports and makes sense for the campus. It also sounds strong and swift. Hamster (as an anagram of Amherst) is just hilarious but I was a dorky English major so I may not be the best sounding board for that one.	1992
Hamster	Hamster	"Hamaster" and "Amherst" are spelled with the same letters. Anagrams Since mascots are pretty ridiculous anyway. (eg. Oregon Ducks), why not go all the way with hamster?	1962
Hamster	hamster	it's an anagram of Amherst, which represents Amherst's appreciation of puns and the English language. :) a nice nod to Webster. it's lighthearted and fun, and that's not a bad thing. P.S. I am an alumna of the women's soccer team, so this is not a meaningless thing to me!	2005
Hamster	Hamster	1) Anagrammatic mascot opportunity should not be missed 2) The animal is small and feisty, like the college 3) Can have both a cuddly and a fierce visualization/embodyment depending on what the situation calls for	1997
Hamster	Hamster	I respectfully suggest Hamster. If you study this name long and hard , you will discover that it is an anagram of Amherst. It should be pronounced Amster because as in "Amherst ", the h is silent . The Hamster is an inoffensive little creature that is beloved by children. As far as I know , it is not aggressive toward man or beast. In fact, my own kids had several that they kept in a small cage out of the way of our dogs. They were multicolored - a combination of tan, brown , black , white , and yellow - much like Amherst today .	1955
Hamster	Hamster	An anagram of Amherst. A cute little animal that bites when provoked.	1957
Hamster	Hamster	See Prof. George's arguments at http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot . I also add: The anagram argument adds intellectual cachet that befits our noble alma mater and immediately elevates the mascot above the superficial. Many people have hamsters as pets, which would provide an immediate and very democratic connection. Just the right size -- a quality small mascot for a quality small college.	1970
Hamster	Hamster	Having the noble hamster as a mascot would make us one over the few colleges to have a mascot whose name is an anagram of the college's name. Hamsters are everything that Lord Jeffery Amherst was not. We can be proud of a hamster. Hamsters are smarter, braver, and more dignified even than our nation's president-elect. AMHERST HAMSTER	1997
Hamster	HAMSTER	Easily the most thoughtful suggestion I've read on this topic, by an Amherst professor no less: http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst's-new-mascot	2011
Hamster	Hamster	The article by Pr. George covered the main ones: it's an anagram, and why not.	2016
Hamster	Hamster	Cause it's cute and feisty! And it's an anagram of Amherst.	2019
Hamster	Hamster	It's an anagram of Amherst.	2019
Hamster	Hamster	I love anagrams.	2019
Hamster	Hamster	It's an anagram of Amherst!	2019
Hamster	Hamster	It's an anagram	2019
Hamster	Hamster	HAMSTER = AMHERST (anagram)	2020
Hamster	Hamster	What is better than a cute animal that happens to be an anagram of Amherst	2020
Hamster	Hamster	I mean, first of all, it's an anagram of Amherst. Tell me that isn't cool. Second of all, it's reminiscent of both test hamsters for scientific studies and cute hamster pets. Also, we could jokingly pronounce it "Amster" with a silent H....Get it? So much potential humor! And the costume would be sick! One of a kind! A purple hamster, maybe? I'd wear that.	2020
Hamster	Hamster	anagram	2020
Hamster	Hamster	It doesn't have to be so serious, as long as it's not offensive!	2017
Hamster	Hamster!!	Intelligent, gentle and distinguished!	1997
Hamster	Hamsters	As suggested by another alum, it's interesting to note that Hamster is an anagram of Amherst. In keeping with the pronunciation of the college's name, we'd make the H in Hamster silent. It would certainly be unique, memorable, playful (and I've always loved the fact that Amherst College has had a sense of humor) and it would make for a wonderful visual. Besides, hamsters are feisty as well as lovable.	1978
Hamster	Hamsters	It has the same letters as "Amherst".	2017
Hamster	Hamsters	it has the same letters as Amherst	2020
Hamster	Hamsters	Unique anagram to Amherst	1966

Hamster	Hamsters	Anagram. Also imagine a person in a hamster suit running around on the field.	2019
Hamster	Hamsters	The H can be silent!	2020
Hamster	Hamsters	They are fun/cute	2017
Hamster	Hamsters!	(1) They're adorable, not deplorable. (2) They carry food back to their dorm rooms in their pockets. Oh wait, that's students...hamsters carry food back to their burrows in their cheeks pouches. (3) Baby hamsters, called pups (what a name for first years!), are born blind and do not open their eyes until around two weeks after birth. Is there a better metaphor for the transformative power of Amherst's first-year seminars, which tend to hit their stride just as Add Drop Period comes to a close? Methinks not.	2005
Hamster	The Amherst HAMSTER	No one can be offended. Does not require a change in the official Amherst colors. The HAMSTER can be a purple and white hamster. Easy to design a costume. Gender neutral. And most important, there is no need to change the letters. Just rearrange them slightly. I have already done it with one of my old car window decals (photo upon request). This saves a ton of money for the College and those alumni who have saved up decals for new cars, children and grandchildren.	1965
Hamster	The Amherst Hamster	http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot	2016
Hamster	The Amherst Hamster (leading 'H' is silent)	This was an excellent submission from someone, possibly in the alumni magazine. Reasons in favor 1. Excellent use of a silent 'h'. 2. Anagram for Amherst. 3. Helpful reminder not to take ourselves too seriously.	1989
Hamster	The Amherst hAmsters	The name. It's legit. Obviously the H is silent.	2020
Hamster	The Amherst Hamsters	See Professor George's article on it. Of note, hamster is an anagram of Amherst. Plus, the Amherst Hamsters has some nice assonance going on!	2017
Hamster	The Hamster	I have articulated my views in this essay (published in the _Amherst Student_, I think): https://www.dropbox.com/s/asxl2za4zwyn567/The%20Hamster.docx?dl=0	
Hamster	The Hamsters	Because: anagram. Plus: myopic, nocturnal, food-hoarding? Can you say college student?	1992
Hamster	Hamster	"Let us never lose sight of the fact that Amherst is an anagram for hamster; a small, greedy little rodent, but not entirely without cuteness." -Amherst College President Emeritus Peter Pouncey	1999
Valley Hawks	Amherst College Valley Hawks	The hawk is an impressive powerful figure. Hawks are very intelligent and they represent the ability to form strong bonds and relationships. The interpretation of a hawk can come from many places including mythology, native american history, and totem poles. The Valley represents where we are located and proud to be apart of, the pioneer valley.	
Hawks	Amherst Hawks	There is a hawk that lives on campus and it's pretty cool	2020
Hawks	Hawk	sharp eyes soar high	2019
Hawks	Hawk	Every year I was at Amherst, I remember that there was a large hawk (or it may have been a falcon) that "visited" the campus and hunted on the grounds (for squirrels and such). My friends and I used to discuss how it reigned on that campus in the spring. I even saw it touch down once while I was in Valentine at an early lunch. The sight of it was awesome. Large body, grayish-brown feathers, with a wicked look to it, it took my breath away and struck a chord of fear in me. People walking by stopped in their tracks, and even tried to take photos, but the hawk was completely unconcerned. It was confident and about the business of hunting. I think Amherst Hawks (or Amherst Falcons) would be a great way to describe our student body and staff: confident, highly-capable, independent, determined, awe-inspiring, and about the business of learning/creating/winning etc. I have also learned that hawks are associated with royalty, like the color purple is associated with royalty. People stop or travel to watch birds in flight. No one goes panther-watching. Although there are bison in the area and may be a logical choice for our mascot, bison are not hunters, they are prey, they wallow in dirt, and they headbutt in a fight, which is not always a smart move. Also, birds of prey always make for great images on merchandise. I would certainly buy more Amherst gear if it had a fierce looking hawk on it. Go HAWKS!	2005

Hawks	Hawk	- broadly relevant & fits in with Amherst experience: you can always find red tailed Hawks, an indigenous species to the area, soaring over campus - can translate into awesome logos and gear -works equally well for men's and women's teams - can take	2016
Hawks	Hawk	Bird sanctuary	2017
Hawks	Hawks	They're a swift, noble, and majestic creature indigenous to the land Amherst College is built on.	2009
Hawks	Hawks	Lots of hawks around here. Relevant to school.	2017
Hawks	Hawks	1) As a symbol of environmental preservation in Western Massachusetts, the hawk supports the College's sustainability efforts. 2) With a wildlife and bird sanctuary, this mascot further would commit the College to its natural lands. 3) It is a memorable, community-building event watching hawks on campus. People take pictures of them. 4) We see the red-tailed hawk flying around, scaring and eating squirrels since 1821. 5) Hawks eat beef and cardinals.	2016
Hawks	Hawks	They're fierce af.	2017
Hawks	The Amherst Hawks	Red tail hawks can be found in the bird sanctuary, so they're native to this area. In Native American folklore, the hawk is believed to be in a continuous fight, protecting people from the evil spirits of the air and is closely associated with forces such as rain, wind, thunder, and lightning and sometimes referred to as 'thunderers'. According to Iroquois legends and myths, the 'Thunderer' was armed with a mighty bow and flaming arrows.	2016
Valley Hawks	Valley Hawks	Hawks are all over the pioneer valley and are very majestic creatures. Would definitely be a great mascot to cheer for and they are protectors and strong.	
Valley Hawks	Valley Hawks	There are hawks that fly around in the pioneer valley that are indigenous to this area, and would make a great mascot. For one, a bird is an animal that flies and with this mascot change Amherst is "flying" to new heights and trying to set an example for others. A hawk is also a predator animal that is at the top of the food chain; it is the hunter not the hunted. On a sports team it is important to maintain this type of attitude, and I think it resonates well with the community regardless if you are an athlete or not. Hawks can also be both male and female. I think that there are more reasons as to why a Hawk would be a good mascot, and would love to add more to this later if needed! Thanks!	2018
Hawks	Hawks		2017
Hawks	Hawks		
Hawks	Amherst Hawks		2013
Hawks	Amherst Hawks		2016
Hawks	Hawks		2017
Hawks	Amherst Hawks		2013
Hawks	Amherst Hawks		2016
Irradiants	Irradiant	The motto and seal feature beams of light illuminating the world. Why not embrace modern technology and create a flashy outfit? Graphic representations could range from simple to complex/goofy to elegant; and a bright & shiny physical costume would be easy to see on the field and could potentially be worn by anyone being conceptual enough to be gender/ethnicity free. An outfit could be made of glossy/reflective streamers which would move in interesting ways as it reflects the ambient light and/or LEDs/electroluminescent wire to provide its own energy. Naturally, the colors should be purple and white -- but open to the whole range of the spectrum for a firework-like display when needed. There would be an upfront investment for research & development, but how often does a venerable institution get to create a new icon?	1985

Irradiants	Irradiants	<p>Thanks for setting this up. I'm glad you're involving all Amherst stakeholders in this endeavor. I've outlined a few thoughts below, but would be happy to help with the selection / refinement process down the road.</p> <p>With a mascot, we get two opportunities to represent the ideals of the college- the symbol and the name. Separating the two (as opposed to "Amherst Direwolves") makes it easier to cover the broad mandate we've set. Also, it gives us an opportunity to create a (perhaps currently non-existent) hybrid as the symbol itself.</p> <p>I think we should stay away from humanoid symbols, as any such mascot would lead to identity issues in the student body. Also, animate symbols trump inanimate objects as far as sports rallying symbols go. That leaves animals and mythological creatures.</p> <p>I see Amherst as a place where global leaders of the future can grow together as they figure out their roles in the world. The student body is united in academic excellence, a rational outlook, and a pioneering spirit; but we are diverse in terms of socio-economic backgrounds and political perspectives. The ideal Amherst student has the ability to take charge when asked, but works well in teams. From a historical perspective, it would be nice to have a mascot that reflects on our "Terras Irradiant" motto.</p> <p>Based on these thoughts, here are a few suggestions: Name: Irradiants / Pioneers (nod to Pioneer Valley and the founders' path to Amherst) / Lightbringers (yes, despite the connotation) / Vanguard (pioneers) / Quarks (never alone) / Torchbearers Symbol: Dragon (global myth related to light and land); Wolf (strong leader with teambuilding skills); Firefly (on the theme of illumination); Phoenix (light, reinvention); Owls (Western connotations of wisdom); Chimera (combination of any of the above; or any non-moose combination that makes sense); Ravens (travel in packs; Poe/wisdom).</p>	2005
Irradiants	irradiants	<p>ITS JUST SO COOL AND I CANT WAIT TO DO THE LOGO! WITH LOVE AND APPRECIATION AND GRATITUDE!</p>	1984
Irradiants	Irradiants	Terras Irradiant motto	1966
Irradiants	IRRADIANTS	<p>The Amherst Motto "Terras Irradiant" which is on the Seal, which has been officially in place since 1825 and on every Amherst diploma. Terra Irradiant meaning "Let them enlighten the lands".</p> <p>"Irradiants" is not a real word, but created for the purpose of the Amherst mascot.</p>	1999
Irradiants	Irradiants	<p>Embraces the motto Terras Irradiant ("Let them enlighten the lands") in a way that directly connects the college's historic and very powerful mission of advancing knowledge to the athletic sphere. Athletics are among the experiences that can uniquely prepare Amherst students to deliver on that mission after graduation, and embracing will drive home this obligation/opportunity in a new and maybe more direct way. The seal itself also provides a ready-made logo and design template. Finally, it is a truly distinctive name worthy of this truly distinctive institution.</p>	2000
Irradiants	The Irradiants	<p>Derived from the motto on the college seal, Terras Irradiant, or "Let them enlighten the lands." I think it would be one way to allow the mascot to be representative of the positive motto of the College and would therefore be relevant to the entire student body.</p>	1998
Irradiants	The Irradiants	<p>Everybody knows Terras Irradiant No sexual content Above the usual, like in our fight song, "We'll make them look like 30 pfennigs, what pfennigs." A huge lightening bolt We'll need a new song.</p>	1946
Luminaries	Amherst Luminaries (aka the Flames or Rays)	<p>Amherst Luminaries (aka the Flames or Rays) would be an all inclusive mascot that students of every gender, race, religion, sexual orientation, economic background, etc. can identify with and unite behind. The Luminaries would be the embodiment of the college motto of Terras Irradiant ("Let them give light to the world") and would be broadly relevant across the Amherst community, the student body, and generations of alumni. It embraces the idea of Amherst being a place that adds light to the world and is a leader whether it is in the classroom, in the community, or on the fields of athletic competition.</p> <p>A luminary is defined as: 1. a person who inspires or influences others, especially one prominent in a particular sphere 2. an artificial light</p> <p>Mascot design: Either a flame or a sun with rays coming out of it (similar to the Amherst College school seal)</p>	2008
Luminaries	Luminary/Luminaries	<p>What is the Amherst identity? What do we strive to accomplish with the Amherst education? When I have reflected on this, I have always thought back to our motto: terras irradiant, let them bring light to the lands. The mascot could embody this ideal of the Amherst education. With that in mind, I think the Amherst Luminary would serve as an ideal mascot. Merriam-Webster defines a luminary as "a person of prominence or brilliant achievement," which gives a sense of influence/someone who is a guiding light in a particular field (science, literature, etc.). Is that not what we idealize our students and alumni as? A luminary is also a body that gives light, and I think that in a place like Amherst, with winters and darkness through most of the school year, having such lights around campus would fit well. It is also pretty unique, which I think many find important with our mascot. Lastly, the mascot could be designed as a lamp/someone carrying a lamp, perhaps with a New England-esque design.</p>	2015

Mammoths	Amherst Mammoths	<p>As many of us know, "mammoth" has multiple meanings. It describes something stupendous and monumental, something vast and mighty, something imposing and formidable. Why would we not represent ourselves as stupendous and monumental contributors to society? As vast and mighty individuals in the expanse of our knowledge? As imposing and formidable in the fields, courts, and arenas?</p> <p>The mammoth also pays homage to our very own Beneski Museum of Natural History, which houses a mammoth found by Amherst Professor Frederick Loomis in 1913. The fall of the mammoth genus "" around the time of the last ice age "" marks the beginning of a rich geological history for Amherst College. Throughout the inundating retreat of the glaciers covering North America, the hill that would eventually harbor Amherst College prevailed, proudly peeking its shores above the lapping tides of Glacial Lake Hitchcock, awaiting the flood of learning and growth that was to come, awaiting the return of the mammoth.</p>	2017
Mammoths	Amherst Mammoths	The Mammoth in Beneski!	2018
Mammoths	Mammoth	<p>Why am I suggesting an extinct herbivore as our college mascot instead of a vague literary reference? Because vague literary references are tied to authors that history might turn an unfavorable eye upon someday, and the mastodon and the woolly mammoth are free from such hazards. And you should discard any terrible suggestions about Poets and Jesters immediately - literary pretension is an awful trait in a mascot.</p> <p>The mastodon and the mammoth were powerful beasts, but they were also herbivorous, intelligent, and social creatures. We have skeletons of both animals on display in the Beneski Museum of Natural history, and so this mascot would provide a connection to our college's proud paleontological history. Both males and females of both species had tusks, so team logos could be identical without offending zoologists. Most importantly for an animal mascot, it could defeat all of the other animal mascots in the conference in hypothetical combat. Also, children of alumni could be given adorable plush versions.</p> <p>There is no perfect solution to the mascot question, but I hope you will consider the Mastodons/Mammoths.</p>	2002
Mammoths	Mammoth	<p>Mammoth I've selected this as our mascot for a number of reasons that include the following:</p> <p>-History: The pioneer valley was an area once-roamed by prehistoric behemoth dinosaurs and animals like the Woolly Mammoth. In addition, our very own Beneski Sciences building has housed the skeleton of a woolly mammoth for many years.</p> <p>-The School: The school is located in the relatively frigid north-east, a place where a Mammoth would theoretically thrive.</p> <p>-Branding: While it doesn't start with an A, "Amherst Mammoth" rolls off the tongue quite nicely. The name has character, the animal is big, strong and relatively inoffensive.</p>	2012
Mammoths	Mammoth	If the college wants to go for an animal it should be something related to natural history and the collections in Beneski. My first thought was a mammoth but could be some other species that was studied or collected by Amherst students/faculty/collaborators (dire wolf, saber-tooth cats, cave bear, Irish elk...) These particular selections would translate well to images and don't have to be gender specific.	2015
Mammoths	Mammoth	<p>We have a mammoth and a mastodon in Beneski.</p> <p>Beneski's mammoth was uncovered by an Amherst College professor, and the mastodon was uncovered by an Amherst College student. Allows us to reference oft-forgotten Amherst history!</p> <p>They're unique! Having a unique mascot helps rally students around it.</p> <p>Fits in well with other unique NESAC mascots.</p> <p>Mammoths/mastodons were undoubtedly very strong.</p> <p>Very charismatic.</p> <p>Very easy to incorporate into Amherst-related merchandise and apparel---many opportunities for stuffed animals and for clothing with stylized mammoth/mastodon logos.</p> <p>Avoids controversy regarding certain existing mascot suggestions.</p> <p>Works equally well for women's and men's sports teams.</p> <p>Really fun mascot to have running around at games and other events!</p>	2016
Mammoths	Mammoth	native to New England	2018
Mammoths	Mammoth	we have one already	2020

Mammoths	Mammoth	<p>I know that "Mammoth" is not original, but I want to lend an endorsement. I recall this suggestion from earlier postings about the mascot controversy. My recollection is the association with the college stems from the display in the natural history museum.</p> <p>I think the mammoth should be considered a mascot for the college athletic teams "" not for the college as a whole. I think symbolizing the whole college is asking a lot "" maybe too much. (We already have "Terras Irradiant" and Sabrina.) As a mascot for the athletic teams, I favor the strong and powerful, the "big hairy beast" over the poet/weather or the moose "" both of which seem too bland. I think there is some wit, and maybe chutzpah, for our very small college having a mammoth mascot. An extinct animal is probably not going to be offensive. (Casual online research revealed claims that an adult mammoth had no predators, that mammoths were good swimmers, and that they followed a gender society like modern elephants. I also read there is research ongoing about "de-extincting" mammoths. Wouldn't that be a hoot?)</p> <p>Caution, online checking revealed a professional lacrosse team in Colorado called the Mammoth. So maybe there's an IP concern. Other similar choices could be "Wooly Mammoth" or "Mastodon." Also, is it a noun or an adjective? Singular or plural?</p>	1974
Mammoths	Mammoth	It's in the Beneski!	2018
Mammoths	Mammoth	I think the Mammoth (or Mastadon) would be a great mascot for Amherst. These animals are iconic figures at the Beneski museum and have been connected to college for over a century. The Mammoth skeleton was discovered by Professor Frederick Loomis in 1913 and the Mastadon by Edward Hitchcok, noted geologist and former President of the College. They are large, powerful, hearty animals that present a strong symbol for our sports teams and would work well for either mens or women's sports. With their distinct shape and large tusks I think the Mammoth would make an excellent visual emblem for jerseys; I imagine an elegant silhouette of a Mammoth head with gracefully curving symmetrical tusks in Amherst purple.	
Mammoths	Mammoth	Because of Beneski!! The mammoth was also a highly intelligent and compassionate animal, able to cooperate, whilst also representing a strong and powerful figure.	2019
Mammoths	Mammoths	On a previous alumni discussion thread on this topic this suggestion (along with mastodons) I thought had the best combination of positive qualities. The impressive mammoth (I think...or mastodon) skeleton at what is now Beneski Natural History museum ties the visual image to the college, and it certainly represents having a long history/tradition as coming from an earlier geologic era. It's not an over-used animal mascot symbol by any means (my google search did turn up a Colorado Lacrosse team called the wooly mammoths, and there's a Mammoth ski area, but that seems to be it). The Amherst Mammoths is sort of alliterative and fun to say (although perhaps more challenging than the Mastodons). It's certainly a powerful, large creature. While the mascot will be tied to the college and its people beyond sports, we must face that sports teams are the primary user of the mascot, and strength / prowess or something like that should be tied to the mascot in that sense; this was always one of the eye-rolly things about having the Lord Jeffs be the mascot.	1995
Mammoths	Mammoths	Refers to featured specimen in fossil collection Alludes to college's historical academic work in fossil research in the region Works for all teams Appropriate positive characteristics. Distinctive.	1984
Mammoths	Mammoths	There are countless things that make Amherst unique, one of which is our priceless collection of rare fossils and skeletons. We have not one but two Woolly mammoths on display at Beneski. Having the mammoth as our mascot speaks to Amherst not just as a fierce competitor but also as a group just as unique as our collective histories.	2015
Mammoths	Mammoths	North American ice-age mammal, fossil skeletons present in Natural Science Museum, natural science curriculum	1966
Mammoths	Mammoths	Our natural history museum	2006
Mammoths	Mammoths	<p>First, the mammoth unifies, because almost everyone at Amherst knows we have an impressive, imposing mammoth at the natural history museum. It has been a loved part of Amherst's collection for years, and therefore unites students and alums across time. In my time at Amherst, the room with the mammoth was the site of a campus-wide Halloween party thrown by Tony Marx as well as an elaborate spring formal date invitation.</p> <p>Second, it's physically imposing and easily reproduced visually. Its animal nature makes it in keeping with other imposing animal sports mascots. Mammoths are huge, easily drawn, have a clear and obvious visual signature (tusks), and are scary. Being extinct only enhances their appeal because it gives them a mythic quality. It could be a great mascot on the sidelines, on uniforms for both men's and women's teams, or on social media.</p> <p>Third, because it's a near-mythic beast, it embodies sports-relevant but fun and harmless ideals, making it both fierce and furry and cuddly at once. It's strong, huge, good at predating, has menacing tusks, and was a keen opponent for early humans. At the same time, it's furry and cute, and the school could sell mini-mammoth plush toys, or something like that. It's merchandise potential is good. And the mascot would be furry and soft.</p> <p>Fourth, it's inoffensive and everyone can rally around it.</p> <p>The mammoth satisfies all the criteria the college lists on its website for a mascot.</p>	2011
Mammoths	Mammoths!	<p>Large, powerful! Gender neutral! Reflects local geologic history (nicely sidestepping the challenges of human history) and speaks to the beautiful featured skeleton in the Geology Museum.</p> <p>Downsides? Extinct. :)</p>	1996

Mammoths	The Amherst Mammoth / Amherst Mammoths	Outside the fact that a mammoth mascot is unique and Amherst Mammoth is a pleasure to say, mammoths relate to the (ancient) history of the area and the College. They're also delightfully appropriate for competitive teams, as they're large and intimidating creatures without being aggressive. I could easily see a Amherst with a purple mammoth mascot. https://www.amherst.edu/visiting/amhcams/skeleton_movie/node/19138	2003
Mastodon	Mastadon	I think the Mammoth (or Mastadon) would be a great mascot for Amherst. These animals are iconic figures at the Beneski museum and have been connected to college for over a century. The Mammoth skeleton was discovered by Professor Frederick Loomis in 1913 and the Mastadon by Edward Hitchcock, noted geologist and former President of the College. They are large, powerful, hearty animals that present a strong symbol for our sports teams and would work well for either mens or women's sports. With their distinct shape and large tusks I think the Mammoth would make an excellent visual emblem for jerseys; I Imagine an elegant silhouette of a Mammoth head with gracefully curving symmetrical tusks in Amherst purple.	
Mastodon	Mastadon	It's in Beneski!	2017
Mastodon	Mastadons	On a previous alumni discussion thread on this topic this suggestion (along with mastodons) I thought had the best combination of positive qualities. The impressive mammoth (I think...or mastodon) skeleton at what is now Beneski Natural History museum ties the visual image to the college, and it certainly represents having a long history/tradition as coming from an earlier geologic era. It's not an over-used animal mascot symbol by any means (my google search did turn up a Colorado Lacrosse team called the wooly mammoths, and there's a Mammoth ski area, but that seems to be it). The Amherst Mammoths is sort of alliterative and fun to say (although perhaps more challenging than the Mastodons). It's certainly a powerful, large creature. While the mascot will be tied to the college and its people beyond sports, we must face that sports teams are the primary user of the mascot, and strength / prowess or something like that should be tied to the mascot in that sense; this was always one of the eye-rolly things about having the Lord Jeffs be the mascot.	1995
Mastodon	mastodon	Beneski Mastedon!	2016
Mastodon	Mastodon	Why am I suggesting an extinct herbivore as our college mascot instead of a vague literary reference? Because vague literary references are tied to authors that history might turn an unfavorable eye upon someday, and the mastodon and the woolly mammoth are free from such hazards. And you should discard any terrible suggestions about Poets and Jesters immediately - literary pretension is an awful trait in a mascot. The mastodon and the mammoth were powerful beasts, but they were also herbivorous, intelligent, and social creatures. We have skeletons of both animals on display in the Beneski Museum of Natural history, and so this mascot would provide a connection to our college's proud paleontological history. Both males and females of both species had tusks, so team logos could be identical without offending zoologists. Most importantly for an animal mascot, it could defeat all of the other animal mascots in the conference in hypothetical combat. Also, children of alumni could be given adorable plush versions. There is no perfect solution to the mascot question, but I hope you will consider the Mastodons/Mammoths.	2002
Mastodon	Mastodon	Mastadons roamed western Massachusetts in the Ice Age and are representative of the history of the physical place that Amherst occupies.. As an extinct animal, it calls attention to environmental issues. Because it was a powerful animal, it would provide a good "energizing" quality at athletic events. It has the potential to translate in a visually pleasing manner.	1966
Mastodon	Mastodon	The mastodon was native to Massachusetts and celebrates the school's history of paleontological studies. The mastodon character could also be fun, intimidating, and "visually pleasing."	2010
Mastodon	Mastodon	We have a mammoth and a mastodon in Beneski. Beneski's mammoth was uncovered by an Amherst College professor, and the mastodon was uncovered by an Amherst College student. Allows us to reference oft-forgotten Amherst history! They're unique! Having a unique mascot helps rally students around it. Fits in well with other unique NESAC mascots. Mammoths/mastodons were undoubtedly very strong. Very charismatic. Very easy to incorporate into Amherst-related merchandise and apparel---many opportunities for stuffed animals and for clothing with stylized mammoth/mastodon logos. Avoids controversy regarding certain existing mascot suggestions. Works equally well for women's and men's sports teams. Really fun mascot to have running around at games and other events!	2016
Mastodon	Mastodon	Mastodons lived in the area and the Mastadon skeleton in Beneski was one of the first sets of fossils that Amherst College put on display, and it was discovered by one of Amherst's earliest alumni (Charles Shepard, class of 1824). Mastodons are large, powerful, beautiful creatures beloved by many, and Mastodons are fucking sick.	2020
Mastodon	Mastodon	The mastodon is a unique and recognizable figure on Amherst's campus in the wonderful Beneski Museum of Natural History. It is a strong and powerful animal whose bones shed a light on the fascinating history of Amherst College.	2012

Mastodon	Mastodons	The mastodon is the large fossil animal most visible through the windows of the Beneski Museum (looks great lit up at night!) and recalls the Ice Age history and geology responsible for shaping much of the Valley we love so much today. Mastodons could also be aggressively stylized for sports teams--giant tusks! Should consider, though, whether highlighting a fossil in relation to a mascot could put the fossil at risk of vandalism.	2009
Mastodon	Mastodons	North American ice-age mammal, fossil skeletons present in Natural Science Museum, natural science curriculum	1966
Mastodon	Mastodons	Amherst has had a mastodon (and a mammoth and elephant) on display in the campus natural history museum for decades. Since the construction of the Beneski Museum, it has been even more prominent on campus. Mastodons will be a great mascot for Amherst. The massive mammals were masters of their cold domain (like our athletes are), males and females were similarly impressive (like our students are), and their herds could trample anything in their path (like our teams tend to). Think of the headlines: "Amherst Mastodons stormed the field..." "The Mastodons flattened the Purple Cows..." "The Mastodons thundered up and down the court..." What's not to love?	2000
Mastodon	Mastodons	Our natural history museum	2006
Mastodon	Mastodons	The Natural History museum is one the best places on campus and has some amazing fossils, including mastodons. These giant mammals are a good mascot because they trumpet the history of the college, were native to North America, were of respectable size and stature, and could definitely crush a cow in competition.	2013
Mastodon	Mastodons (or something dinosaur-related)	Fierce and tied to the collections of the college	2010
Mastodon	The (Purple) Mastodon	At night, the illuminated mastodon stands tall and majestic in Beneski. Surely every living alum has taken a moment to gaze in awe at our mighty mastodon. An iconic image on campus, the mastodon has been standing on the grounds of Amherst College since 1854. With specimens found right in Pioneer Valley, the mastodon is local, and offers power and elegance in a single creature. The mastodon represents Amherst's toughness, love of science, attention to our history and setting, and appreciation for beauty in the natural world. The color of its coat is lost to history, so there's no reason it can't be purple. And though a peaceful herbivore, at ten feet tall and weighing eleven tons, armed with long, sharp, curving tusks, our mighty mammalian mascot could certainly overpower a cow.	2014
Moose	A moose	Mooses are great. They love people They are better than cows =P	2020
Moose	Amherst Moose	Given the campus wide recognition and celebration of the Moose for the past couple of years, it seems a natural choice.	2013
Moose	Moose	Big. Purple. Seldom seen. Fun.	1980
Moose	Moose	Moose, black bears, and bobcats are in Western Massachusetts, and they seem to appeal to everyone! They can be made to look (for marketing purposes) both cute and also tough or intimidating.	1985
Moose	Moose	These are all local animals. We live barely two miles from the Amherst campus and see them (or evidence thereof) on a regular basis. The moose or black bear could be seen as large or strong, even threatening (sports teams), OR could be seen as cuddly for those more sentimentally minded. The Barred Owl is large for a bird, speaks its mind (like Amherst students), can be aggressive (sports teams), and as an owl has oft represented wisdom or intellect.	1989
Moose	Moose	A moose wandered onto campus a year or so ago, just as the mascot issue was heating up. It seems like Providence. Don't want to mess the Providence, particularly when it appears as a Moose!	1984
Moose	Moose	1. Moose are inherently comedic, especially if they are purple 2. Moose trax ice cream 3. It could be named "Zephaniah Swift Moose", after our founding president	1991
Moose	Moose	It is a cute and non-offensive mascot! There was sighting of one on campus a few years back so it seems appropriate.	2006
Moose	Moose	The Moose is Loose! Potential for Purple Cow vs Purple Moose rivalry! Majestic creature!	2007
Moose	moose	After nearly being eradicated, moose are experiencing a resurgence in Western Massachusetts. They are nimble, able to kick with their front and back legs, and can be both fast and elusive--admirable qualities for an athletic mascot. Moose are native to this area, and figured prominently in the diets of Native Americans. The animal lends itself to a visually endearing and memorable image. Lastly, of course, a compelling legend can be attached to this mascot. I personally observed the most unlikely and thrilling appearance last spring of a young moose in President Martin's yard. I realize not everyone is on board with the moose, but it fits for me.	
Moose	Moose	Better than some racist dude! Go for it.	2008
Moose	Moose	Represents New England. Strong, regal, humble.	2008
Moose	Moose	Amherst already has several ties to the majestic moose- there's the moose in the library, the moose that was wandering around the bird sanctuary my freshman year, and, most importantly, the fact that a moose could easily defeat the Williams College cow. Is there anything more important than that?	2009
Moose	Moose	n/a	2011

Moose	Moose	The moose basically harkens to an episode or two of a moose spotting on campus. It is a strong and local animal that studens and alumni can learn to love.	2012
Moose	MOOSE	I think it would look aesthetically pleasing on purple colored sweat shirts/gear. It would be uniquely Amherst (I don't know of too many other schools with the moose as a mascot). I think that an animal as opposed to a person would be a better representative of school spirit and not have controversial historical underpinnings (or be oppressive). Moose are herbivores too.	2013
Moose	Moose	Strong, unique, cute, hard to pluralize, and once in awhile one wanders through campus and causes excitement!	2013
Moose	Moose	Because moose	2013
Moose	Moose	There's already support behind the moose since spring 2014 when there was a mouse sighting. I feel like the moose is a fierce animal that would be a fitting mascot.	2014
Moose	Moose	The moose that showed up on campus in 2013 or 2014, at a peak in the mascot debate, was a sign.	2014
Moose	Moose	An impatial and none controversial animal that once graced Amherst with its presence. Also unique as i am unaware of any other school with the moose.	2015
Moose	Moose	<p>The moose is an excellent mascot candidate because:</p> <p>It's immediately relevant to the Amherst community (a moose visited our campus during finals and briefly brought the entire student body together, also moose are endemic to the area)</p> <p>Generally, animal mascots are much more charismatic and have an easier time rallying students together. In my experience, I've never identified with/been inspired by/been excited by a human mascot.</p> <p>It fits in well with the other unique animal mascots in the NESCAC</p> <p>Moose are very strong (like our sports teams!)</p> <p>Moose are also very cute (good for merchandise!)</p> <p>Moose are a little goofy (we are self-aware! We don't take ourselves too seriously!)</p> <p>Moose can be stylized to look really intimidating</p> <p>A moose is immediately recognized as being a moose---no need to explain our mascot whenever it appears</p> <p>Imagine...little kids running around at Homecoming in moose hats (maybe the hats will even have purple antlers), holding moose stuffed animals. How cute is that?</p> <p>Moose mascot costume---unique and fun! We can finally have a mascot at our games again!</p> <p>Moose are much stronger than cows OR cardinals</p> <p>Moose are not gender-specific -- they work for both men's and women's teams. No need to be called the "Lady Moose"</p> <p>The moose is a creative alternative to other cliché animal mascots -- Amherst is unlike any other school and deserves a unique mascot!</p> <p>The mighty moose has never offended or oppressed anyone, it is preoccupied with being itself---a moose</p>	2016
Moose	Moose	The moose that wandered onto campus during the final exams of the spring 2014 semester played a crucial role in the push to get rid of Lord Jeff. It gave us something to rally around. The story of that stray moose provides what I think is a great background story for a mascot, a kind of founding tale that can be passed on to later generations of students. The moose is also a wonderful animal in general: powerful, smart, endearing, and quite New England-y.	2016
Moose	Moose	Wearing moose antlers would be an easy and super fun way of showing school spirit. Isn't fostering a desire to further school spirit the reason for having a mascot in the first place? Moose are majestic and freaking ferocious animals. They are the perfect representation of our sports teams. They are smart and brave, unafraid and social animals. So beautiful. They can handle the cold like we can here, but they also look beautiful with fall foliage and during the deep greens of summer. In a word: ideal	2018
Moose	Moose	Never forget the Great Moosing of 2014.	2017
Moose	Moose	They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.	2018
Moose	Moose	<p>Does it really matter what our mascot is? Guaranteed, whatever we choose, people will embrace it and ultimately become incredibly spirited about it. The moose has been thrown around as a suggestion, so let's just go with it.</p> <p>The moose is great because it incorporates an interesting element of Amherst history, while representing the incredible biodiversity of this beautiful natural landscape and the Pioneer Valley. The moose is strong, powerful, majestic--yet peaceful. It can be a symbol of strength for both our women's and men's teams.</p> <p>Everyone loves the moose, and it provides a fantastic opportunity for aesthetically pleasing designs.</p>	2019
Moose	Moose	<p>The story of the moose that wandered on campus during the initial stages of abolishing Lord Jeffrey as the mascot is one that's familiar to the student body. The moose would symbolize, through this experience that has been shared and passed down amongst the classes, a unity and camaraderie throughout Amherst students. There is nothing inherently culturally insensitive about the moose, and its shape is, in my opinion, quite pleasant.</p> <p>(Also a moose would inherently have larger horns than the Williams cow, symbolizing Amherst's majesty over its rival.)</p>	2019

Moose	Moose	A lot of people, myself included, thought that the moose was already the mascot... it has already had much more exposure than the other options due to past campaigns. Also, refer to the moose statue in Frost, the moose incident of May 2014, the phonetically pleasing "m" repetition in the words Amherst, moose, mascot, majestic... and did you know that a moose can stand up and walk upright on its hind legs, allowing it to reach branches up to 4.26 meters (14.0 ft) or higher above the ground? Check Wikipedia, it's true. They're also excellent swimmers - the only kind of deer capable of feeding underwater - and have beautiful velvety antlers, and can kick in all directions including sideways (which is unusual for large mammals of this type). And just think - if our mascot is the moose, then eating moose tracks ice cream becomes a symbol of Amherst pride.....	2020
Moose	Moose	A moose would be a good mascot because in symbolizes Amherst's campus as having expansive woods. Also, the antlers can be a cool design for an image. Moose are also majestic and strong, unlike cows. And most importantly, moose is both singular and plural which makes everything simpler, ex. "I'm a moose, you're a moose, we're all moose!" Go Moose!	2020
Moose	Moose	I like it	2020
Moose	Moose	Cuz it looks sick	2020
Moose	Moose	The statue in Frost is cool	2020
Moose	Moose		2020
Moose	Moose	-- It's brave and resilient: reclaiming its ancient territories in New England, including the Pioneer Valley, -- It's a symbol of hope: showing that environmental rebirth and recovery can be possible after centuries of devastation. -- It's native: as	1983
Moose	Moose	Acknowledging previous discussion thereof, I respectfully recommend the Moose as Amherst's new mascot. The Moose is a strong, noble animal. It has ties to New England and the College, particularly given the visit of a moose to campus a few years ago. Its name is ideal in the context of team sports, as the singular and plural are the same word "" "I am a Moose, we are the Moose!" I suspect the Moose may have received some early opposition given the appearance of a Moose mascot at football games while Lord Jeff was still the College's active mascot ("unofficial" or not, Lord Jeff was the mascot for over 100 years). In a "Lord Jeff vs. Moose" debate, it made sense for a Lord Jeff defender to oppose the Moose. There is no longer a question of Lord Jeff vs. the Moose, and despite what some may think, the Moose did not drive Lord Jeff away. We should give the Moose fair consideration without viewing it as "anti-Lord Jeff," which it is not. Additionally: (1) The Mascot (student in costume) itself will need a name. I recommend it be named "Jeff Moose" in a nod to tradition. (2) A Moose sounds much more fearsome than a purple cow. (3) The Moose is gender-neutral and does not have a human ethnicity.	2004
Moose	Moose	It's a local animal that is connected to the college. Not many other colleges have the moose as a mascot. The bull moose if powerful but not overly violent.	2019
Moose	Moose	ran on campus in 2014 large, majestic animal complements the Williams' cow - another (better) four hoofed animal	2017
Moose	Moose	Patriotic	2017
Moose	Moose	It's just a good idea honestly	2017
Moose	Moose		2017
Moose	Moose		2019
Moose	moose	it was a sign.	2019
Moose	moose	Happiness, swag and history	2019
Moose	Moose	Still a fan	2019
Moose	Moose	The moose is an animal that is powerful but not intimidating. Also the moose is local and has a connection to Amherst.	2019
Moose	Moose		2018
Moose	Moose	Spirit History Relationship	2020
Moose	Moose	We've already got a moose statue in the library and moose are beasts!	2020
Moose	Moose	Moose are powerful and kind and live in forests. Amherst students have all 3 of those in common! They're also super cute. (And Amherst students are that, too.)	2020
Moose	Moose	It's fun and flirty!	2020
Moose	Moose	Their boldness, yet they're gentle.	2020
Moose	Moose		2020
Moose	Moose	library moose!	2020
Moose	moose	the moose statue in Frost and NEW ENGLAND PRIDE	2020
Moose	Moose	We should honor the poor moose that died here. Plus they already sell Amherst mooses at AJ Hastings anyways.	2020
Moose	Moose		2020
Moose	moose	an animal that lives around here	2019

Moose	moose	big, strong, formidable slight history towards campus plus my grandpa's nickname	2017
Moose	moose	something that can rally the school at different school events	2017
Moose	moose	1. nice 2. calm 3. intelligent	2020
Moose	moose	Well we are in New England	2017
Moose	Moose	Moose b/c a moose came to Bidy's house so it's kinda meant to be.	2020
Moose	Moose	because it's cool & peaceful proly	2020
Moose	Moose	Majestic, peaceful, unifying. Also there was the moose sighting a few years ago on campus, so it has support	2017
Moose	moose	history + vs EPH	2020
Moose	moose	It was actually on campus	2019
Moose	Moose (Alces alces)	The moose (Alces alces) caricature epitomizes Amherst in every sense. https://en.wikipedia.org/wiki/Moose	2016
Moose	Moose (male for men's teams, female for women's teams)	The female Moose that came on campus a few years back was a spark to this discussion. Some argue that this would mean the mascot ought to be a female moose, but the truth is that it's perfectly appropriate to incorporate a male moose for the men's teams and a female moose for the women's teams, because we're an inclusive college, and --no one being personifies us all--, so having *The* Moose be our mascot allows us to vary how the mascot represents us, whether one sex or another, or whether a non-cis gender, or even in plurality or singularity; I am a Moose, we are the Moose. The Moose is a powerful northern animal with pride, will, and respect that can properly represent all of us.	2017
Moose	MOOSE!	It came to us. It's an indigenous animal, and a sublime one.	
Moose	Moose!	Throwback to the iconic moose who wandered onto Bidy's lawn in 2014.	2014
Moose	the Moose	I like the Moose to be honest. I like that it was something that brought the school together.	2007
Moose	The Moose	I feel like it has given the community good (recent) memories. It has gotten a statue in Frost and time in almost every first year orientation story so why not go a step further?	2019
Moose	Amherst Mousses		2018
Moose	Moose		2019
Moose	Moose	moose	2020
Moose	Moose	Moose!	2020
Moose	Amherst Mousses		2018
Oaks	An oak	It looks good.	2020
Oaks	Oak Tree (Amherst Oaks)	Symbol of strength and resilience. Evokes oak trees on the freshman quad.	2011
Oaks	Oaks	Alludes to oak trees in Main Quad Embodies positive qualities (enduring strength) Works for all sports teams Distinctive	1984
Octagons	Octagon	It's a unique part of Amherst College History (the building, and the story behind it). It has positive symbolic meaning for multiple historical civilizations and religions, without being too strongly identified with any particular one, so is suitably universal. It's geometrically and aesthetically pleasing.	1999
Octagons	Octagons	It refers to an Amherst architectural icon, and one that seems unlikely to run afoul of historical interpretation.	1983
Octagons	The Amherst Octagons	First off the history of the octagon and the power of the octagon exists very formally here on campus. Two, shapes are very inclusive, and the octagon has the opportunity to get students to join together. Plus think of all the jokes that can be made using octagons.	2017
Owl	Amherst Owls	It sounds good as a name and owls are cute.	2019E
Owl	An owl, preferably one indigenous to the area	An owl represents quiet wisdom. Yet it is a stealthy and often powerful bird of prey. And "Amherst Owls" comes off the tongue rather nicely. Furthermore, Harry Potter fans should appreciate elevating the owl to such exalted status in our muggle world. Also, an owl is a far more dignified occupant of a barn than a lowly cow.	1960
Owl	Owl	The symbol of wisdom and perspicacity, the owl can be a ferocious bird of prey or a friendly cartoon figure. There are many different species of owls and they make their homes in equally diverse environments, including Western MA. Using an animal bypasses the identity politics of humans (although now we do have to be mindful of speciesism so as not to offend animal rights activists). The owl would be a fun mascot at a sporting event: flapping wings, rotating head, and lots of excited hooting!	1994

Owl	Owl	Owls are common to central Massachusetts, so it's fair to assume they've been hanging out on campus since before there was a campus. The age-old association of owls with wisdom and erudition is of course appropriate for a college, and the collective noun for a group of owls is a "parliament," which also is a nice connection to a place of spirited by collegial dialogue. Owls are farsighted, a good trait for a student to imitate. They're not particularly associated with either sex, and on a practical level, they're easy to draw and readily recognizable, even in a crude sketch of a few hastily drawn lines. Most important, who doesn't love owls? (Emphasis on the "Who.")	1977
Owl	Owl	Since Greek antiquity the owl has been associated with knowledge, wisdom, perspicacity and intelligence throughout the western world. I associate all of these qualities with Amherst as well. The owl has the added benefit of being well represented in the Pioneer Valley, with a handful of species calling it home.	2011
Owl	owl	native to New England	2018
Owl	Owl	Nocturnal bird of prey native to Amherst, known for wisdom and knowledge	1966
Owl	Owl	Owls represent wisdom. Wisdom is something Amherst College taught me and something I continue to seek out in my life.	2015
Owl	Owl	Wise	2017
Owl	Owl	Because they are unique and wise and cute.	2020
Owl	Owl	Wisdom, purple owls!!	2020
Owl	Owl	The owl is vigilant, calm, and owns the night.	2020
Owl	Owl	represents intelligence and wisdom. Could be cute	2020
Owl	Owl, any species would work	Owls are typically associated with uncommon intelligence. But they are also incredible birds of prey. Predators of many types of woodland wildlife, including Purple Cows! There are only a few other colleges/universities whose mascot is the owl: Temple University, Florida Atlantic University, Brandeis University, Rice University and Kennesaw State University - none of whom is in our athletic conferences. The Owl is cute, erudite and a deadly predator. And can easily pull 'all-nighters!' Additionally, it should be non-controversial since no owl has ever been know to participate in any controversial military campaign.	1972
Owl	Owls	It has a nice ring to it: Amherst Owls. Owls are found throughout New England, and could equally represent women's and men's teams. Owls have a dignified and wise connotation, which might represent the students and alumni well. There are many variations of design or costumes that could be designed.	2000
Owl	The Amherst Owl	Owls are smart, good looking and literary. They are associated with wisdom and the ability to see the world all around them. They are also on top of their food chain, and from a sports perspective are strategic and dangerous. And bookish. The best owl is the bard owl.	2006
Owl	The Amherst Owls	An owl is a powerful bird which makes for an appealing visual mascot. Also, an owl is colloquially known as "wise," so it is appropriate for an elite college of superb students, faculty, and alumni.	2003
Owl	The owl-of course!	His, or her, always dignified stature;the ability to discern, in the dark, the value of both the small and the large.	1944
Owl	The Owls	Owls are beautiful, wise, and local. The first people to inhabit the Pioneer Valley would've seen them and revered them. Likewise the founders of the College all the way up through to today's students, who likely suck in a short gasp of breath if they are lucky enough to see one. Owls have keen vision. They are stealthy hunters who fly silently - apex predators. They are not typically associated with one gender or another.	1982
Owl	The Owls	Amherst students are pretty wise	2020
Phoenix	Phoenix	A Phoenix symbolizes rebirth as it rises from the ashes of its predecessor.	2004
Phoenix	Phoenix	This creature from Greek mythology symbolizes Renewal. Even after death, the bird comes back to life. In a sense choosing a new mascot is about rebirth and renewal for Amherst. Additionally, having a mascot from Greek mythology ties into Amherst's focus on a classical liberal arts education, which would emphasize subjects such as Greek classics that teach student how to think not what to think. I should add that my son's name is Griffin, which is another idea for a mascot (Greek mythological creature that is half lion and eagle. William and Mary chose the Griffin for its mascot in 2010 and the Phoenix was also one of the finalists.	1998
Phoenix	Phoenix	In Greek mythology, a phoenix or phenix (Greek: $\varphi\acute{\omicron}\nu\iota\kappa\acute{\iota}\varsigma$ phoinix; Latin: phoenix, ph \acute{a} nix, fenix) is a long-lived bird that is cyclically regenerated or reborn.	1991
Phoenix	Phoenix	rebirth ties into religious (theologic) origin of school; immortal; wise; self-regenerating; gender-neutral; mythogogic; simple to represent; difficult to confuse with other words/mascots.	1970

Phoenix	Phoenix	<p>Its honorable attributes:</p> <ul style="list-style-type: none"> * "A mythical bird that never dies, the phoenix flies far ahead to the front, always scanning the landscape and distant space. It represents our capacity for vision, for collecting sensory information about our environment and the events unfolding within it. The phoenix, with its great beauty, creates intense excitement and deathless inspiration." - The Feng Shui Handbook, Master Lam Kam Chuen * In Chinese mythology, the phoenix is a symbol of virtue, grace, power, and prosperity. It represents the union of yin and yang, the balance between power and beneficence. Using a phoenix to decorate a house symbolizes the loyalty and honesty of the people that live there. <p>Its ubiquity as a symbol across cultural traditions makes it a fitting symbol for our community (these are only a few examples).</p> <p>Its relation to the sun makes it a good symbol of our motto, Terras Irradiant:</p> <ul style="list-style-type: none"> * In Arabic mythology, the phoenix is a symbolic representation of the Death and rebirth of the sun. It lives on dew, killing nothing and crushing nothing that it touches. Generally considered the king of birds. * In Buddhism, the Garuda is known for its intelligence and social organization. * In Japan, the Ho-Oo ("male-female") represents wisdom and justice. * In Slavic folklore, the fire bird lights up the night as if it is day * The Aztec Quetzalcoatl teaches people about agriculture ("teach a man to fish...") <p>Its relation to the color purple:</p> <ul style="list-style-type: none"> * The ancient Greeks gave this mythical creature the name phoenix, meaning "purple" 	2006
Phoenix	Phoenix	I'm all about fantastical beasts. The idea of rebirth appeals to me.	2017
Phoenix	Phoenix (does not have to be traditional phoenix colors)	A phoenix is a creature that captures and embodies our motto, 'terras irradiant', almost perfectly. Symbolic of life and rebirth, it is a fitting representation of the transformation undergone by Amherst students during their four years on campus. Having a phoenix as our mascot not only separates us from the legions of Colleges and Universities that choose boring mascots, its genderless identity and root in mythology, and thus its existence solely in our imaginations, means that it is not necessarily partial to any sex, race, or geographical location. It is the perfect creature for unifying Amherst's diverse student and alumni body.	2016
Phoenix	PHOENIX!!	Icon of hope, optimism and perseverance. Powerful idea, powerful sound (to say or hear it... an issue for sports teams). Could be visually beautiful (an issue for T-shirts, etc etc etc.). Sounds fine with 'Amherst'!!	
Poets	Amherst Poets	Amherst has been the home of Emily Dickinson and Robert Frost. The Poets mascot would be a unifying choice. It would also be a sign of greatness, unlike the choice of Moose for a mascot. It is too bad I cannot have an attachment as I have a photoshopped photo of Emily Dickinson with an Amherst "A" on her smock top.	1968
Poets	Amherst Poets	I'd like to see Amherst pave the way for celebrating the intersection of athletics and another great tradition of the college--literature. Poets come from all cultures, geographies, and are a tradition for all identities.	2012
Poets	Amherst Poets or The Poets	An obvious nod to Emily Dickinson, Robert Frost, and Amherst's strong tradition of literature and poetry.	1992
Fighting Poets	Fightin Poets	Emily Dickinson, Robert Frost, Richard Wilbur, and numerous faculty and alumni	1966
Fighting Poets	Fightin' Poets	Takes into account both Robert Frost and Emily Dickinson, i.e. gender parity, as well as the long history of Amherst writers. Amherst is a very literary college, so it's a good fit, and helps retain the proud tradition of being scholar-athletes. A perfect fit.	1986
Fighting Poets	Fightin' Poets	Both the town and the College have a long tradition with the written word. Many famous poets and authors have either graduated from Amherst, taught there, or lived in town: Dickinson, Frost, Wilbur, Merrill, Macleish, and Foster-Wallace, to name a few. We're an "academics first" school and the name reflects that. The addition of the preceding adjective "Fightin'" adds some whimsy and humor to the mascot name.	2001
Fighting Poets	Fighting Poets	Amherst has a rich history of poetry - Dickinson, Frost, Plath, Wilbur, Merrill - and continues to place great emphasis on literary scholarship. I imagine a great number of students have either encountered these poets at some point in their reading at Amherst or elsewhere; the poetry of these individuals has a remarkable ability to speak to a wide range of people in different ways. The poet would stand out in a mascot field chock-full of animals, historic figures, odd amorphous things (Lightning, for example). A purple-clad poet wielding a giant pen would speak to Amherst's focus on academic excellence while maintaining a figure at least as 'sports-focused' as 'Jeffery Amherst'. After all, the pen is mightier than the sword.	2012
Fighting Poets	Fighting Poets	This represents the poetry and knowledge key to Amherst, and our willingness to fight to protect it.	2008
Poets	Poets	Obvious connection to Emily Dickinson and Robert Frost, linking the histories of the college and the town. It certainly represents positive qualities. Broadly relevant to the community and the liberal arts experience across the generations. Works for men and women; he informal nickname for the women's s teams could be the Ems (or the like); the men could be the Bobs. Not sure about "visually pleasing," although the Whittier College Poet mascot looks pretty good.	1981
Poets	Poets	Self-explanatory	2002
Poets	Poets	Emily Dickinson is integrally tied to Amherst and to the college. It captures grace, creativity, and is also intellectually provocative.	1980

Poets	Poets	Dickinson, Frost, Wilbur, Merrill profundity, power, and sanctity of language legislators of the world creators of news that stays news image: Emily's face	1968
Poets	Poets	Pays homage to three major poets associated directly with the college or indirectly through the town of Amherst: Robert Frost, Emily Dickinson, Richard Wilbur. In the city of Montgomery in my home state of Alabama, Sidney Lanier High School, an inner city public high school, has used Poets as its mascot for many years in honor of the famous poet. It hasn't diminished the school's athletic success in any way.	1975
Poets	Poets	It focuses on a more positive part of our history.	2010
Poets	Poets	It is unique to Amherst's literary history as well as the history of the town	2014
Poets	Poets	#REF!	1966
Poets	Poets	In the spirit of Emily Dickinson and Robert Frost, the 'Amherst Poets' reflects on the cultural and intellectual history of Amherst.	1991
Poets	Poets	Town and College tradition and identity (who are Williams's/Williamstown's beloved poets?!), town-gown relations, scholarly, intellectual, aesthetic, gender-neutral, non-violent, positive. Thank you for the opportunity to nominate.	1999
Poets	Poets	For the many distinguished poets associated with the college and the town of Amherst, such as Emily Dickinson, Robert Frost, Richard Wilbur, James Merrill, Robert Fagles, and Dan Chiasson.	1979
Poets	Poets	Emily Dickinson	2006
Poets	The [Amherst] Poets	<p>From his stony seat, Robert Frost looks across the First-year Quad toward the library that bears his name, a library that holds a pre-eminent collection of the works of the town's most cherished citizen, a woman whose home the college owns: "Emily Dickinson's father's house in America," Richard Wilbur called it. Wilbur is hardly the only prominent alumni poet. Off the top of my head I think of such variously gifted people as Joseph Moncure March, David Ferry, James Merrill, and Rafael Campo. I presume, and hope, that the tradition continues among younger alumni, men and women alike.</p> <p>Discovery and creativity have been identified as the dynamic duo of Amherst education. It is little wonder, then, that students and alumni hold poets in high regard, for poetry is emblematic of creativity. That is appropriate because the word "poet" and its relatives derive directly from the Greek "poiein," to make, to create, to produce. We non-poets can sense a connection to poetry because our own creative/productive work is communicated in carefully chosen words, too. This is so whether we are working in medicine, in economics, in physics, in sociology, in literature, or in any other field except, possibly, the visual and performing arts.</p> <p>With the foregoing in mind, it is hard to imagine any place in the world better suited than Amherst to adopt "Poets" as a team nickname, a plural mascot. It represents positive associations and is relevant to Amherst experience and history, whether one is referring to the college or the town. It is certainly gender-neutral, as the iconic Emily and Robert attest.</p> <p>"Poets" might call for the athletes to have a more robust sense of humor than would a more typical totem, although surely no more than a banana slug or a purple cow requires. On balance, a little humor seems like a virtue. Is it pushing the creativity metaphor too far to observe that assembling a cohesive team for any sport is a creative act, one that recurs annually?</p> <p>"Poets" addresses the first five mascot selection criteria very well. The visual representation criterion is more challenging, but I believe it to be a puzzle soluble by minds more graphically imaginative than mine.</p> <p>Respectfully, I offer the Amherst Poets for the Mascot Committee's consideration.</p>	1961
Poets	The Amherst Poets	<p>Every Amherst alum probably associates the College with Dickinson and Frost. They are revered and world-famous figures to boot. And, when it comes to athletic teams, the "Amherst Poets" has an athlete-scholar ring to it, which personifies Amherst, plus it's kind of unexpected and humorous, I suppose (although not as unexpected or "terrifying" as the ... "Amherst Frostbites" rushing at you on the football field!). :-)</p> <p>The "Amherst Dickinsons" has the advantage of being a female mascot (are there many of those around)? [On the downside, just did a quick search and realized that Whittier College already has a "Johnny Poet" as a mascot. Oh well] [But on the upside: Just imagine if the new College song could comprise of select uplifting verses from their poems that tell a good "Amherst" story -- e.g. Frost: "Two roads diverged in a wood, and I" I took the one less traveled by, And that has made all the difference." Or Dickinson: "We never know how high we are Till we are called to rise; And then, if we are true to plan, Our statures touch the skies!"] So there you have it.</p>	1984
Poets	The Amherst Poets	Dickinson, Frost, Merrill, Wilbur, etc. -- what represents Amherst (College and town) better than its poets?	1979
Poets	The Amherst Poets	This connects the college and the town--Emily Dickinson lived in Amherst but didn't go to the college, while Robert Frost, Richard Wilbur, and Stephen Mitchell studied or taught at the college. Furthermore, Amherst's Folger Library centers on Shakespeare. The famous poets are both male and female, while newer Amherst poets come from every background. We even have a 2016 first-year seminar called "Amherst Poets." The silhouettes of Frost and Dickinson which are already in town could be used on outfits, while people could dress in time-period appropriate outfits to get into the spirit. Our college can defiantly celebrate poets, which American society generally derides as economically useless but we recognize as cultural treasures.	2002

Poets	The Amherst Poets	-Gender neutral -Relevant to the history of the College and the town -Poetry never massacred anyone -Reciting verse>creepy mascot costume	2012
Fighting Poets	The Fighting Poets	Home to Emily Dickinson and Robert Frost, the hills that surround - and the community that comprises - Amherst College transforms students into poets, regardless of their area of study. "Fighting Poets" is gender neutral. Poets possesses the characteristics of nobility, courageousness and strength. Unfortunately, Whittier College in California has "Poets" as their mascot, so I recommend a qualifier/differentiator, such as "Fighting."	1990
Poets	The Poet	Emily Dickinson. Robert Frost.	1996
Poets	The Poet	Emily Dickinson!	
Poets	The Poets	Emily Dickinson! Richard Wilbur! Robert Frost! Tradition of great writing! If it's not aggressive enough, the nickname for the aggressive sports (e.g., football) could be the Slammers (for "Poetry Slam", rhymes with "Am(herst)". I'm serious about this. (If Penn can be The Quakers, surely Amherst could be The Poets.)	1965
Poets	The Poets	Emily Dickinson, Robert Frost, James Merrill, and other poets are part of Amherst's history, reflect our academic and artistic values, and adds a bit of playfulness.	1997
Poets	The Poets	Amherst (college and town) has had a long association with major American poets. especially, of course, Dickinson and Frost. Adopting this mascot would solidify and enhance Amherst's reputation as a premier liberal arts college. Think of the media reaction to this unique choice: no other college or university, to my knowledge, has Poets as a mascot. It would also help unify town and gown, now that Lord Jeffrey has been discarded. Is it appropriate for sports teams? Not, perhaps, as first glance; but think of the Greek ideal of sound mind and sound body, and then consider gifted, graceful, powerful athletes as "poetry in motion." It is gender-neutral; men's teams could nickname themselves The Roberts (or Robbys); women's teams could be The Emilys (just for example). Think of the FUN the college community would have developing the theme of The Poets in words, song and visual media. Another possible. but much less satisfactory, mascot would be The Stars, alluding to Amherst's motto, Ad Astra Per Aspira (did I get that right?)	1957
Poets	the poets	First, let's expand the criteria. The should be: spirit, pride, and wit. Not necessarily in that order. Second, it's distinctive. Third, it reaches back into the College's history (and as far as I'm concerned, that includes Emily Dickerson.) Fourth, it will present an interesting challenge for your graphic artists. If people from other places have to scratch their heads and ask, "What's that?", all the better.	1965
Poets	The Poets	Pro: Sets the bar low. Underpromise, overperform. Con: Puts pressure on fans to come up with cheers that scan.	1992
Poets	The Poets	Robert Frost, Robert Lowell, Emily Dickinson - there have been generations of male and female poets representing Amherst (though some didn't even go to Amherst, but who pays attention to that?). It's curricular, gender-neutral, and pays respect to the fact that academics are still central to a D3 institution's athletic identity. Also, "We could say "The Fightin' Poets" at games!"	2004
Poets	The Poets	Amherst has a rich history of poetry - Dickinson, Frost, Plath, Wilbur, Merrill - and continues to place great emphasis on literary scholarship. I imagine a great number of students have either encountered these poets at some point in their reading at Amherst or elsewhere; the poetry of these individuals has a remarkable ability to speak to a wide range of people in different ways. The poet would stand out in a mascot field chock-full of animals, historic figures, odd amorphous things (Lightning, for example). A purple-clad poet wielding a giant pen would speak to Amherst's focus on academic excellence while maintaining a figure at least as 'sports-focused' as 'Jeffery Amherst'. After all, the pen is mightier than the sword.	2012
Poets	The Poets	It is a classic NESCAC mascot and Amherst has both Emily Dickinson and Robert Frost, and it is not offensive.	2015
Poets	The Poets	Frost Library, Emily Dickinson House, many other distinguished poets with Amherst connections.	1972
Poets	The Poets	This recognizes Emily Dickinson, and lends to the the inclusiveness the College strives for. It also addresses all the other elements mentioned in the criteria. Note that there is one small, liberal arts college using Johnny Poet, namely Whittier College in California, and they are referred to as "The Poets." Visual translation is subject to interpretation and could be the human character herself; or could just as well be the ever-mighty pen, which sadly is giving way to tablets, keyboards, and smartphones.	1973
Poets	The Poets	Emily Dickinson, the famous poet; liberal arts education (reading and writing); nifty options for mascot wear (e.g., dress as Dickinson, Frost, Shakespeare, etc.) Emily Dickinson is probably the famous individual associated with the College, so let's be the Poets.	1988

Poets	The Poets	Few colleges in the country can boast such a foundational place in American letters, and in poetry specifically. Amherst's legacy is resolutely bound up with that of literary giants Emily Dickinson, Robert Frost, Robert Francis, James Merrill, Richard Wilbur, and more. To adopt this mascot is not only to take pride in the College, but to gain a better understanding of the character of this Valley, a true sense of place, as illustrated by the humanist endeavors of remarkable women and men. Thanks for your consideration!	
Poets	The Poets	Takes into account both Robert Frost and Emily Dickinson, i.e. gender parity, as well as the long history of Amherst writers. Amherst is a very literary college, so it's a good fit, and helps retain the proud tradition of being scholar-athletes. A perfect fit.	1986
Poets	The Poets	Reflects both the College's home (Emily Dickinson) and academic history (Robert Frost, Richard Wilbur); embodies the ideas of critical thinking, expression, and perspective; and for the athletes, touches upon excellence of mind, body, and heart. Is also inclusive of the entire student body. The quill as a logo. Purple Poets as another idea.	1988
Pride	Amherst Pride	Double entendre: indicates being proud, but also represents a group of lions. Female lions are equal (if not primary) members of the pride Gives a nod to the Queer community None of our rivals are lions Lions are fierce and loyal	2016
Pride	Pride	Because the students can wear whatever color they want to the games and look awesome, and we could play lots of Andrew Lloyd Webber at halftime.	2000
Pride	The Amherst Pride	Because it reflects the newer age of Amherst, where we are proud of every student and faculty member.	2018
Purple & White	"(the) purple and white"	Embodies all the criteria; is inoffensive; already used by NSN this past Fall on football telecasts	1954
Purple & White	Purple & White	Amherst is a unique institution. In keeping with our unique nature, we should strive to be completely and perpetually unique by being the only undergraduate institution in the nation with NO mascot. We have been using the "Purple & White" in our athletic reporting for the past several years. I think this is appropriate and consistent and fine for the college. It is also EXISTING - and thus, it would create the least amount of conflict or controversy upon its formal adoption - as opposed to an animal or figure or historical person, with which or whom a large portion of the Amherst community would always find objection or disagreement.	1980
Purple & White	Purple & White	Similar to the Harvard Crimson-- serves essentially no purpose except to bring the community together. Zero chances of being seen as controversial because of its simplicity. There is no real need to have an animal or person as a mascot, having a color gives way to a broad interpretation of our community. Athletes are able to recognize each other as something other than the "Amherst football team" etc. without removing themselves from the way the rest of the campus recognizes each other. Also would be open to a more distinct color choice, purple is relatively plain.	2017
Purple & White	Purple & White	It's simple, unifying, non-controversial, has been with the college throughout its history, is gender neutral and is being used now as the "default mascot"	1978
Purple & White	Purple & White	This is my second suggestion. Perhaps it is really a vote for "no mascot" but I think the Athletic Department's use of Purple & White this season as a nickname for the athletic teams worked well and I am not sure that many people had negative things to say.	1998
Purple & White	Purple and White	Amherst needs a mascot like it needs a toothache. Lord Jeff was characterized as a mascot only by those who wanted to bring him down. Fair enough, but any beast of prey, tropical storm, pioneer or other unimagined figure or image will be unsatisfying to a significant segment of the college community. The college has had all the drama it needs without setting off another contretemps.	1962
Purple & White	Purple and white	on reflection, i like this the best!	
Purple & White	Purple and White	Colors have less risk of seeming dated in the future, easy to do unofficial mascots with it if people want.	2011
Purple & White	Purple and white	Not controversial. Everyone can love it.	2018
Purple & White	Purple and White	Whenever The Amherst Student writes about sports teams they always refer to sports teams as their school colors. We do not need an animal, having a color symbol still keeps the traditions of the school.	2018
Purple & White	purple and white	neutral and good	2019
Purple & White	Purple and White	Current nickname used by the press for Amherst athletic teams	1966

Purple & White	Purple and White	We don't need a "mascot," just a way to identify the teams and the community. Purple and White seems to have become the name of the teams de facto, so just go with the flow and don't get too many people fussing about a moose or a dinosaur.	1954
Purple & White	The Purple & White	<ol style="list-style-type: none"> 1. Rooted in our historical and continuing colors.....mauve preceded purple. 2. Calls for alums to wear such colors proudly and more often. 3. Few, if any, 'sensitivities'.....should 'wear' well over time. 4. Several other colleges use colors: (Harvard, Crimson), (Cornell, Big Red), (Dartmouth, Big Green), (Syracuse, Orange). 5. May be a bridge/olive branch to some older alums who 'lost' their prior mascot. Don't replace it with another 'figure' or 'object'. 6. Amherst doesn't need an animal or inanimate "mascot" ...our name (Go Amherst!) and colors should suffice. Why be like everybody else? 	1973
Purple & White	The Purple and White	<p>Would be happy with The Purple, or even with some adjective like "the Big Purple"</p> <p>Think it would be a terrible idea to take up some mascot with no Amherst history/tradition. That includes a Moose - ugh!!!</p>	1966
Purple & White	The Purple and White	Not a mascot, I know, but a neutral way to describe Amherst's athletic teams. The Purple and White beat Williams, etc.....	1970
Purple	Amherst Purple	The color purple is apolitical and simple. Also, Oprah would be proud.	2017
Purple	Purple	Colors are the safe way to go. Yet, Purple connotes sorrow.	1983
Purple	Purple	Simple. Used in collective sense (i.e. the Amherst Purple, not Purples). Ultimate flexibility to create a physical mascot that is original. No one could possibly interpret this to offend anyone (hopefully).	1986
Purple	Purple	Like the Syracuse orange, except purple.	2008
Purple	Purple	<p>As most alumni graduate from Amherst, there is a fond appreciation for what has likely become their new favorite color. Purple is different, unique, and part of the Amherst experience. It is also part of every team's uniforms. It would be better than another NESCAC docile animal (mule, jumbo, camel, etc).</p> <p>Cornell is the Big Red, Harvard is the Crimson, Syracuse is the Orange, Dartmouth is the Big Green. Let's take ownership of our favorite color: Amherst Purple! Let's go purp!</p>	2007
Purple	Purple	Several schools have a color as their mascot, and purple is an identifying mark for Amherst and has been for some time. When I was playing field hockey for Amherst, the team sometimes referred to ourselves as "Purple" or "Purp".	2008
Purple	Purple	<p>It's simple, elegant and non-controversial. It doesn't try top hard. It's not a silly animal. Like our Crimson, Green, and Big Red peers, its a simple rallying cry to get behind.</p> <p>Let's go Purp!</p>	2011
Purple	Purple	Its simple and a color	2019
Purple	Purple	Occasional nickname used by the press for Amherst athletic teams	1966
Purple	Purple	People already say "Purple Pride" and it's a great color that never murdered anyone	2017
Purple	The Amherst Purple	<p>It unifies. It doesn't offend anyone.</p> <p>It represents Amherst.</p> <p>It works well w/men's and women's sports.</p>	1996
Purple	The Amherst Purple (a nickname, not a mascot)	While this doesn't lend itself to an actual mascot, becoming THE official purple school by formally adopting the nickname "The Amherst Purple" institutionalizes what has historically been the main color representing the College. It is a unifying color across the years and is gender neutral. It has history behind it and isn't foreign to any alum nor any current student. If you don't love purple, you don't attend Amherst. (Yes, this is similar to the route taken by Dartmouth, who become the Dartmouth Big Green [https://goo.gl/GUGYBC].) Some suggested phrasing: "Purple Power! Power to the Purple! Let's go, Pur-ple!" Lastly and as a bonus, becoming THE official purple school would annoy a certain northwestern Massachusetts purple-and-yellow school to no end.	1991
Purple	The Purple	<p>Dartmouth has long been known as "The Big Green" since the 1970s, when the "Indian" mascot was retired. One could argue that the mascot should properly be "The Purple and White," but for whatever reason, white is not as whimsical. Let's face it, most Amherst swag is dominated by purple.</p> <p>Variations include, "Big Purple" or, perhaps, "Little Purple" (after the "Little Three.")</p>	1988
Purple	The Purple	This suggestion is in keeping with a number of other elite schools whose mascot is its color. Purple has always been considered emblematic of royalty and leadership.	1960
Purple	The Purple	Ok, it is hilarious that there is a ONE THOUSAND character limit. . . and that people will probably hit it.	2005
Purple	The Purple	i remember cheering "go purple" or "go purp" when i was at amherst from 2003-2007. using our school color as our mascot keeps some connects our future mascot to a consistent symbol of our school.	2007
Purple	The Purple	Probably the one thing everyone can agree on-- omnipresent across entire athletic department.	2015

Purple	The Purple	<ol style="list-style-type: none"> 1. Rooted in our historical and continuing colors.....mauve preceded purple. 2. Calls for alums to wear such colors proudly and more often. 3. Few, if any, 'sensitivities'.....should 'wear' well over time. 4. Several other colleges use colors: (Harvard, Crimson), (Cornell, Big Red), (Dartmouth, Big Green), (Syracuse, Orange). 5. May be a bridge/olive branch to some older alums who 'lost' their prior mascot. Don't replace it with another 'figure' or 'object'. 6. Amherst doesn't need an animal or inanimate "mascot"...our name (Go Amherst!) and colors should suffice. Why be like everybody else? 	1973
Radiance	Radiance	RADIANCE describes the quality or state of being radiant. All three play off the sun in the official college seal...all are positive in nature...all are gender-neutral...all are unique...all lend themselves nicely to purple sun sports logos...all are clever in the NESCAC tradition...all hint towards illumination - in whatever form - radiating outwards...and all speak to our broader motto of "Terras Irradiant." Could also consider Amherst Aurora, Amherst Flash, Amherst Luster or Amherst Beacons for similar reasons...but I think the Amherst Lumens or Amherst Radiance works best...	1994
Radiance	Radiance	"Terras Irradiant" has been often ignored as our motto, but it can be an inspiration for a more contemporary moniker	1984
Rays	Amherst Rays	It matches our motto/symbol. Light/Sun rays can be used with many different ideas - but none of which is harmful or exclusive for anyone. (MLB Tampa Rays - which is taken from the Devil Rays- is any example.) Rays are academic, sporty, enlightening, and worldly - just like Amherst College.	1992
Rays	Amherst Rays	The Ray references the rays of light from terras irradiant/ the logo. It symbolizes the ways in which Amherst students light up the earth spread excellence across the land (both in athletics and intellectually)	1988
Rays	AMHERST RAYS	Rays.... as in Terras Irradiant. Light is a nice metaphor for enlightenment... and the sun may well be our best source of clean energy....	1983
Purple Rays	P:urple Rays	It is a reference to the College seal--the purple rays emanating from the sun. It is gender neutral. It is unique. The seal has been around forever. Visually, it could be represented by the sun and the rays as they appear on the seal. I would not include the bible in the visual.	1968
Purple Rays	Purple Rays	PURPLE RAYS would be the simple variant of the two above.All three play off the sun in the official college seal...all are positive in nature...all are gender-neutral...all are unique...all lend themselves nicely to purple sun sports logos...all are clever in the NESCAC tradition...all hint towards illumination - in whatever form - radiating outwards...and all speak to our broader motto of "Terras Irradiant." Could also consider Amherst Aurora, Amherst Flash, Amherst Luster or Amherst Beacons for similar reasons...but I think the Amherst Lumens or Amherst Radiance works best...	1994
Purple Rays	Purple Rays	Rays (and all the other suggestions listed herein), a form of light energy, evokes imagery similar to part of our motto - Irradiant. Both Rays and Sunrays are in use as a mascot, the former by a professional sports team and the latter, it appears, by a high school team in Arizona. If, however, there is a desire to be unique, I do not believe there are any mascots named Light Rays or Rays of Light or Purple Rays. Among many athletes, Lord Jeffs was often shorten to Jeffs, and Rays has the same level of punchiness to it, making the transition to, and acceptance of, a new mascot name that much easier.	1993
Rays	Ray	Amherst College was founded on the idea that students, faculty, and alumni would actively work to "bring light to the world" by spreading knowledge. A mascot that echoes this founding ideal would serve to unify both the campus and the larger Amherst community, no matter the year of graduation. This mascot would not just capture one moment in time, as sun/ray imagery has been associated with the college since the adoption of the "Terras Irradiant" seal in 1825. It represents the positive quality of fostering the best and brightest of ideas, both in ourselves and in others. There is no gender imbalance in sports teams called the Amherst Suns, the Amherst Rays, or the Amherst Stars. These mascots are not overly popular: nationally, there are only two Suns (Cedar Valley College Suns, Arkansas Tech Golden Suns); three Stars (Oklahoma City Stars, Stephens Stars, Illinois-Springfield Prairie Stars); and zero Rays. Any of these mascots has the potential to be visually pleasing.	1992
Rays	Rays	It's derived from the College Motto, Terras Irradiant, and I think it meets all the stipulated criteria. In particular, I think it "represent[s] positive qualities [and] ideals", as it underscores the College's goal that its graduates go forth and become positive influences, through their knowledge and character, in the wider world.	1970
Rays	Rays	I think it would be really great if we could come up with a wonderful mascot that evokes the LIGHT that is in the college motto and seal and that we hope we are spreading across the land! The Rays, is one choice, but I am sure there are others that our great alumni will suggest that embody that same spirit. That is the kind of mascot I favor. Good luck and thank you for your service to the College!	1980
Rays	Rays	For a college whose motto is "Terras Irradiant," Rays are a logical extension of its existing brand. Indeed, there is even a sun with projecting rays of light in the college seal. It's worth noting that Major League Baseball's Tampa Bay Rays ceased to be the Devil Rays in favor of one that leaned toward the sun's rays. Rays are obviously not gender specific, this mascot would be applicable to all teams--male, female and coed. The various college seals over the years provide abundant raw materials for a logo. I believe there may also be Glee Club songs related to "Terras Irradiant" that might be repurposed to replace "Lord Jeffrey Amherst."	1987
Rays	Rays	Terras Irradiant	1981

Rays	Rays	Rays (and all the other suggestions listed herein), a form of light energy, evokes imagery similar to part of our motto - Irradiant. Both Rays and Sunrays are in use as a mascot, the former by a professional sports team and the latter, it appears, by a high school team in Arizona. If, however, there is a desire to be unique, I do not believe there are any mascots named Light Rays or Rays of Light or Purple Rays. Among many athletes, Lord Jeffs was often shorten to Jeffs, and Rays has the same level of punchiness to it, making the transition to, and acceptance of, a new mascot name that much easier.	1993
Rays	Rays	"Terras Irradiant" has been often ignored as our motto, but it can be an inspiration for a more contemporary moniker	1984
Rays	Rays	"Rays" -- no explanation needed, and would suggest any other submissions that come to you with an explanation/justification are probably not inspired enough for the community to rally around.	
Rays	Rays	College seal image	1966
Rays	Rays	An extension of the motto - terras irradiant. We (both athletes and students) will be the Rays that bring light to the world.	1992
Rays	Rays	Rays, as in rays of light, as in Terras Irradiant. The rays of the logo/Amherst seal and motto. Let them enlighten the lands. It is positive, applies to both men's and women's sports teams, and has a direct tie to the college.	1993
Rays	Rays	Terras Irradiant	2019
Rays	The Amherst Rays!	Terras irradiant. Let them bring light to the world.	
Purple Rays	The Purple Rays	Full confession, I heard "rays" from another alum and like the way it relates to the motto. "Purple" keeps the colors, which I like, and adds nice Jimi Hendrix double entendre possibilities, as well as interesting costumes. I imagine a large floppy purple manta ray on various sidelines, or maybe a purple sun (or both).	1992
Rays	The Rays	Meets the criteria; is derived from Terras Irradiant, our school motto, and is short for Rays of Sun or Sun Rays (already graphically part of the school seal).	1983
Wolves	a wolf	They are strong and resilient.	2020
Wolves	Purple Wolf	Mascots are generally used for athletic competitions. Williams - whose mascot is the cow - is Amherst's chief rival. The major predator of cows are wolves.	1961
Wolves	River Wolves	River Wolves- An otter, but sounds awesome	2012
Wolves	Wolf	WOLVES R SO COOL	2019
Wolves	Wolf	Wolves have historically represented intelligence and power, and they rely on teamwork (being part of a pack) but can also be independent: all things that Amherst represents. Plus, they are the primary predator in the USA of cows. Beating Williams is always a priority, is it not?	2020
Wolves	Wolf	It's fierce!	2020
Wolves	Wolf	The wolf is the main predator of the cow in the United States.	2020
Wolves	wolf	natural predator of cows/ephs	2019
Wolves	Wolves	It is another animal keeping in theme with other Nescac mascots. Also, wolves hunt and survive in packs, and I think they represent unity and resiliency.	2014
Wolves	Wolves	It eats cows.	2016
Wolves	Wolves	The spirit of the wolf symbolizes deep intelligence in regard to important matters, expression of strong instincts, deep passion, and an appetite for freedom. They are looked at as creatures that are not easily domesticated or draw into the standards of society. The wolf encourages authentic and true expression of self. I believe all of these are qualities that Amherst hopes to hold true to their students and educational mindset. Amherst is a community that fosters a space for a thirst of knowledge, the acceptance of oneself and one's beliefs, as well as a place that encourages the forging of new paths and progressing forward rather than simply falling to the standards society has set for us. Another aspect of the Wolf that makes it the perfect animal for Amherst's new mascot is the fact that according to Native Americas, the wolf not only represents a great teacher and strong spirit, it represents loyalty to one's community when help is needed. In many Native American traditions the wolf was called on for honor and emulation as they can stand alone with strength but demonstrate their true power in packs. Amherst's student body and alumni represent this same theory as we each are capable of excellence on our own, however it is the bond we share with Amherst as our link that allows us to be truly unstoppable. Wolves are not animals afraid to be heard, and the voices of Amherst are not ones to be whispered, but rather howled when necessary. It is time Amherst has a mascot that represents strength, intelligence, and the ability to not only stand strong alone but together as well-- Amherst deserves the Wolf. "The strength of the pack is in the wolf, and the strength of the wolf is the pack." - Rudyard Kipling	2018
Wolves	Wolves	they're fast!	2018
Wolves	Wolves	They're fierce, like dogs, everyone loves dogs and they're pretty.	2018
Wolves	wolves		2020
Wolves	wolves	I like wolves	2019
Wolves	Wolves	Wolves are beautiful, majestic creatures with grey-purple fur (sometimes) and would work well as sports mascots. Also, there is a popular restaurant in our town called Lone Wolf. The Amherst College Wolves would also fit in well with the other mascots in the NESCAC conference.	2018
Wolves	Wolves	They are social and intelligent.	2019