

= Keggy the Keg =

Keggy the Keg is the unofficial mascot of Dartmouth College , an Ivy League university in Hanover , New Hampshire , United States . Keggy is an anthropomorphic beer keg , created in 2003 by members of the college humor magazine the Dartmouth Jack @-@ O @-@ Lantern , to fill the mascot void that followed the abolition of the Indian mascot in 1971 . Due to its nature , the mascot was controversial on Dartmouth 's campus , and it was reported on in a variety of national media . With time , however , it has become an " ingrained part of Dartmouth culture " .

= = Context and creation = =

After dropping the mascot of the Indian , Dartmouth had no official mascot . Dartmouth continued to be known by its nickname of " The Big Green , " but , citing the ambiguity , lack of dynamism , and intangibility of having no mascot , the Dartmouth Student Assembly proposed a student poll in spring 2003 to decide upon a new mascot . While the Moose came in first in this poll , many students remained dissatisfied with the choice , and the moose lost a final poll to " no mascot . " Chris Plehal and Nic Duquette , students at the Jack @-@ O @-@ Lantern humor magazine , expressed interest in creating a mascot that " wasn 't racist , biased or sexist , yet [ was ] entirely unacceptable . " In an effort to force the administration to adopt a more interesting mascot , they created Keggy , an anthropomorphic keg that represents " the most obvious Dartmouth stereotype : the beer @-@ swilling Animal House fraternity culture . "

= = Reactions = =

Reaction to Keggy 's introduction was mixed : the student body president personally endorsed Keggy in the mascot search , while the College newspaper The Dartmouth reported a mixed student reaction and published opposing opinions . The paper also reported on " flak " over the mascot from College administrators , though the Dean of the College lauded the students ' capacity to " come up with imaginative and creative ideas . "

Keggy subsequently received media attention beyond the College at other Ivy League newspapers and on several national media outlets . Michael Wilbon of ESPN 's Pardon the Interruption called Keggy " some stupid beer thing , " and Playboy magazine published a feature on Keggy as part of a " Mascots Talk Back " series . A posting of a photo of Keggy on CollegeHumor was popular enough to receive status as a National Pick . In August , 2012 Yahoo Sports ranked Keggy the Keg as the # 1 Most Unique Mascot .

= = History = =

Shortly after Keggy 's introduction in 2003 , a group of students stole the Keggy costume from its home in the Sigma Nu fraternity library and sent threatening notes to Keggy 's creators , including photographs of the mascot bound and gagged with one black eye . Some thought this to be a publicity stunt by the creators , but the mascot had truly been stolen . Keggy was eventually returned with minor damage to the costume .

Keggy continued to make occasional appearances at Dartmouth sporting events , and became an " ingrained part of Dartmouth culture " : at Dartmouth 's 2005 Winter Carnival celebration , students named the snow sculpture of a large ship " Captain Keggy 's Carnival Cruiser . " In early 2006 , College officials denied Keggy entrance to a sold @-@ out hockey game ( officials cited fire code concerns with the capacity crowd ) , prompting a Jack @-@ O @-@ Lantern @-@ penned editorial in The Dartmouth condemning the incident ; the Jack @-@ O @-@ Lantern website alleged " anti @-@ keg racism . " A similar incident occurred in October 2006 when Keggy was not permitted on the field at halftime of the Homecoming football game , again resulting in further complaints in The Dartmouth and on the Jack @-@ O @-@ Lantern website .

The costume disappeared before the fall term of 2008 and has not been seen or returned since .

The Jack @-@ O @-@ Lantern built a replacement costume and unveiled it at the 2009 Winter Carnival .