

OP-ED CONTRIBUTOR

Counter-protesters at a K.K.K. rally in Charlotte, N.C., in 2012. Yash Mori

By Moises Velasquez-Manoff Aug. 17, 2017

Leer en español (<https://www.nytimes.com/es/2017/08/23/como-burlarse-de-los-nazis>)

For decades, Wunsiedel, a German town near the Czech border, has struggled with a parade of unwanted visitors. It was the original burial place of one of Adolf Hitler’s deputies, a man named Rudolf Hess. And every year, to residents’ chagrin, neo-Nazis marched to his grave site. The town had staged counterdemonstrations to dissuade these pilgrims. In 2011 it had exhumed Hess’s body and even removed his grave stone. But undeterred, the neo-Nazis returned. So in 2014, the town tried a different tactic: humorous subversion (https://www.washingtonpost.com/news/worldviews/wp/2014/11/17/watch-german-town-plays-prank-on-neo-nazis/?utm_term=.8b298acba8d2).

The campaign, called Rechts Gegen Rechts — the Right Against the Right — turned the march into Germany’s “most involuntary walkathon.” For every meter the neo-Nazis marched, local residents and businesses pledged to donate 10 euros (then equivalent to about \$12.50) to a program that helps people leave right-wing extremist groups, called EXIT Deutschland (<http://www.exit-deutschland.de/english/>).

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