



ARIZONA AMERICAN INDIAN TOURISM ASSOCIATION

FOUNDED 1994

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SCOTTSDALE, Ariz. (February 16, 2021)— On Saturday, April 17 from 10:00 a.m. to 6:00 p.m. and Sunday, April 18, from 10:00 a.m. to 4:00 p.m., the Arizona American Indian Tourism Association (AAITA), in partnership with Arizona's Native American tribes along with the City of Scottsdale, hosts its annual Arizona Indian Festival at the Scottsdale Civic Center Mall open to the public with limited attendance, and COVID safety measures in place.

The AAITA will take all reasonable measures to ensure the safety of festival participants, volunteers, and attendees, complying with local, state, and federal guidelines to slow the spread of the Covid-19. The safety of our communities and attendees is foremost in all the planning and production of this event.

The festival is held in conjunction with Scottsdale's Western Week. The Arizona Indian Festival is unique in its format and ability to present Arizona tribes in its program and event footprint that includes traditional Indian Villages recreated on the Civic Center lawn, traditional arts and craft demonstrations, native food vendors, and native mainstage entertainment representative of many tribes and Tribal Travel and Tourism offices showcasing their native destinations.

Attendees at the Arizona Indian Festival will experience traditional food, storytelling, traditional dancing, singing, and traditional dwellings represented within the village area. Attendees will walk away fascinated by the native beauty that Arizona has to offer.

"I've had the privilege of coordinating entertainment on the main stage for eight years now. We showcase traditional dancing and songs for everyone to enjoy, we also welcome audience to partake in the social dances. Through our songs and dances, we share the energy of celebration and healing. We encourage the public to join us at this incredibly unique celebration with native Arizona, join in some social dancing and a variety of native cuisine," said Geri Hongeva President of the Arizona American Indian Tourism Association.

"This event gives us an opportunity to showcase the dynamic Native communities and multitude of tribes thriving here in Scottsdale today and also allows us to educate the residents and visitors of Scottsdale about these tribes and their important role in the City's rich heritage," said Hongeva. "We are proud to represent such a vibrant group of peoples and share their stories that have shaped the past."

Dating back more than 130 years, to the original farming and ranching operations that eventually inspired its nickname as "The West's Most Western Town," Scottsdale recognizes a vibrant "Wild West" past including farmers, ranchers, cowboys, and native Indian communities.

While Old Town has become significantly more sophisticated with an array of local boutiques, art galleries, fine dining establishments, wineries and craft breweries, the city maintains its Old West charm and heritage, which

is celebrated during Western Week. For more about the Festival visit; www.arizonaindiantourism.org; for more about Western Week, visit www.scottsdalewesternweek.com.

About the AAITA: The Arizona American Indian Tourism Association is a 501(C)3 non-profit organization that since 1994 has been dedicated to increasing tribal tourism initiatives by working with Arizona tribes and businesses. The organization facilitates and hosts events for tribal and non-tribal members, forums on tourism issues, and maintains a reliable network of industry leaders to assist tribes in the development of their own tourism programs. Its mission is to promote the development of tribal tourism in Arizona while respecting the cultural integrity of the tribes. For more: www.arizonaindiantourism.org

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