

PRESS RELEASE #1

February 17, 2013

**DENVER MARCH POWWOW, INC.
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FOR IMMEDIATE RELEASE

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The Denver March Powwow Committee proudly announces its 39th Annual Denver March Pow★Wow. It will be held March 22-24, 2013, at the Denver Coliseum. Last year's pow wow attracted more than 1,200 dancers and 33 drum groups. Ninety tribes were represented by the registered dancers who were from 33 states and 3 Canadian provinces. Annually, the pow wow features over 185 booths which sell authentic American Indian arts and crafts. Traditional tribal storytelling and delicious Indian Fry Bread are added attractions.

Join us at Denver's largest springtime celebration to witness Colorado's largest gathering of American Indian Dancers! The music, color and excitement are contagious as the best dancers in all age groups compete for top prize money. Doors open at 10:00 a.m. daily. Grand Entry times are 11:00 a.m. and 7:00 p.m. on Friday, 11:00 a.m. and 7:00 p.m. Saturday, and 11:00 a.m. on Sunday. Dancing concludes at 10:00 p.m. on Friday and Saturday and the Awards Ceremony begins at 8:00 p.m. Sunday. Admission is \$20 for a 3-day pass or \$7 per day. Persons over 60 \$3 per day. Tickets may be purchased at the door. Persons under 6 are FREE. The Denver Coliseum is Wheelchair accessible and located at 4600 Humboldt, Denver, CO 80216, take Exit 275B (Brighton Blvd.) off I-70.

The Denver March Powwow, Inc. is a Colorado nonprofit organization. A major sponsor for this year's event is the Denver County's Scientific and Cultural Facilities District (SCFD). More information about the organization and events may be obtained by writing to: Denver March Powwow, Inc., P.O. Box 19178, Denver, CO 80219; calling 303.934.8045; faxing 303.934.8046; e-mailing: denvermarchpowwow@comcast.net or visiting www.denvermarchpowwow.org; or Facebook.

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Background Statement

Denver March Powwow, Inc., started as a weekly event of the Denver Indian Center. In 1974 and 1975, it was entitled the Youth Enrichment Powwow. In 1977 this cultural event became a committee of Denver Native Americans United, Inc. (Denver Indian Center). The powwow committee incorporated in 1984 and no longer operates under the auspices of the Denver Indian Center.

From 1977-1987, the committee sponsored a "penny per vote" princess contest with two categories based upon age. It was one of the methods initially used to raise a majority of the funds. Individuals interested in the candidates would vote with a monetary contribution. The candidate with the most financial contributions would be crowned the Junior and Senior Princesses for the year. The committee has since moved to soliciting corporate sponsorships and foundation funding. The Committee has been selecting an outstanding young woman who has demonstrated pride and interest in her Indian traditions. The Committee asked Miss Calsee Has No Horse to serve as the Denver March Pow★Wow Princess. She is an enrolled member of the Oglala Lakota of the Pine Ridge Reservation, SD where she resides and attends the Oglala Lakota College.

As the event gained in stature and interest, a larger location was needed to stage the event. The Denver Stock Show Arena was utilized in the early days of the event. However, the Denver Coliseum is currently being used. As a means of generating revenue for the Annual Powwow vendor spaces were sold and a gate admission was charged. The vendor space was sold to Indian crafts persons to market their merchandise to the general public. This part of the event has grown in size and attracts one of the largest number of collectors of authentic Indian-made crafts.

The Denver March Pow★Wow is now actually three major events:

- 1. An Arts & Crafts Show (185+ booths)**
- 2. A Music Festival (33 drum groups registered at the 2012 powwow)**
- 3. A Dance Competition (1,000+ dancers)**

The Arts and Crafts part of the powwow is now one of the major contributors of the revenue needed to conduct the powwow each year. In itself, it can be assumed to be one of the largest Indian Markets in the United States. In recent years more than 180 craftsmen have had an opportunity to sell their wares.

The Powwow portion of the event attracts more than one thousand individuals from Canada to Central America to compete in the contest portion of the annual event. Our most recent gate "Residence Poll" disclosed that people in attendance were from 49 states and 25 countries. In early years an average of 25 drum groups representing various parts of the country came to sing and provide the musical accompaniment for the dancers. The Denver March Pow★Wow is popular with the drum groups because our event has always provided a forum to render traditional songs and introduce new music. At the 2004 powwow, 73 drum groups registered which is an international record of drum groups attending one powwow. In March 2012 more than 1,000 dancers registered representing 90 tribes from 33 states and 3 Canadian provinces. The Saturday evening grand entry featured over 1,500 dancers. Attendance at the 2012 powwow was estimated at over 50,000. An estimate because persons 6 and under are free and hundreds of tickets are donated to human service agencies whose clientele cannot afford the admission.

The primary mission of the Denver March Powwow as outlined in the Articles of Incorporation, is to preserve and protect the traditional performing arts of American Indian people. Besides the main event, the committee has sponsored monthly powwows at the Denver Indian Center; held feasts to honor different groups/occasions, i.e., Veterans Day, New Years Eve, etc.; co-sponsored Conference powwows for National Indian organizations at numerous local hotels; co-sponsored dance classes for local Indian youth; and held ceremonies, e.g., "Wiping the Tears". One of the

northern tribal traditions is to prepare food for mourners and "wipe their tears". When families are in mourning, they cannot attend any gatherings or powwows to dance, sing or socialize. This ceremony encourages mourners to participate because of the belief that to remain in mourning detains the spirit of the departed in this world.

The Committee is very proud that our Drum Coordinator, Avanelle Jo Gillette-No Braid was selected as Miss Indian Nations I. In this prestigious position she served as ambassador for Indian people in the United States and Canada. She is a prime example of how an Indian raised in an urban setting can still maintain their cultural ties and traditions when afforded the opportunity. Avanelle credits the annual Denver March Powwow and monthly powwows as one of the mainstays in keeping her interest alive in dancing and beading--making dancing outfits. Her oldest daughter Larissa was the 2010 Denver March Powwow Princess and her younger daughter Lara was the Denver Indian Center Princess. Denver has many other talented young people who Indian dance and sing with drum groups. Others take an active role as powwow committee members by attending meetings, assisting with mass mailings, selling raffle tickets, serving in the concession stands, preparing food for the feasts, etc.

Our event has gained local and national media coverage--ABC, CBS, NBC, WGN, Fox and CNN have all covered the annual powwow. The Denver Post, The Denver Business Journal, Indian Country Today have all run feature articles. The Denver March Powwow was also featured in Woman's World "What to Watch, Read and Do This Week" section and in the Rand McNally Road Atlas' "In City Adventures" as one of the two featured Selected Events for Denver. In addition, we received three unsolicited honors. Westword named the Denver March Powwow - "Denver's Best Annual Festival" and the Multi-Cultural Events Network voted our powwow as "Denver's Best Cultural Event". We were also nominated for the El Pomar Foundation's "Awards for Excellence" program. The Board of Directors was honored when Grace B. Gillette, Executive Director, was selected by The Denver Business Journal to appear in its "Who's Who in Denver Business" publication; when she was named in "Strathmore's Who's Who" and most recently when she was selected as one of "Denver's 150", a special honor recognizing ordinary citizens who are making extraordinary contributions to the Mile High City commemorating Denver's 150th Birthday. The American Indian College Fund named Grace Gillette, Executive Director, and Diane Buck, Corporate Officer, as Elders of the Year honoring their dedicated work for the Denver March Powwow.

The internationally publicized opening of the Smithsonian's National Museum of the American Indian featured the Denver March Powwow as an inaugural exhibit. In May, 2002, the Denver Metro Convention & Visitors Bureau Foundation named the powwow a "Tourism Star" and bestowed an award "For Outstanding Contributions To Tourism-2002". Late summer 2002 brought news that the video of drum groups filmed at the powwow "Heartbeat of Nations (Drum Groups of Native America)" received an award from the New York International Independent Film Festival for Best Music Documentary. Other recent honors are being selected for the Library of Congress' Bicentennial "Local Legacies" Project as one of Colorado's top 10 events. The Denver March Powwow collection will be preserved for generations to come. The 12th Annual New Year's Celebration was featured on "**PBS Millennium 2000**" selected for U.S. Mountain Time millennium transition! The show was a 25-hour Millennium-Day exploration and celebration of the world (56 countries). It was the largest live event in Television history set to commemorate the onset of the New Millennium. The show was produced by WGBH in Boston and BBC in London. The Denver Business Journal continues to name our annual powwow as one of the Top 25 Cultural Attractions. Our latest accolade is receiving a "10 Best Bet Award" from Trusted Advice for Travelers™.

For 17 years the powwow committee functioned solely with the use of volunteers. The number of volunteers has fluctuated annually from 25-400 people depending upon the need. In October 1991 the bylaws were revised to institutionalize the organization by making provisions for a staff position. The Denver March Powwow, Inc. was formally incorporated in November, 1984 and is officially recognized by IRS as a 501(c)(3) non-profit organization.

2013 Denver March Pow Wow Schedule of Events

Times subject to change

FRIDAY - MARCH 22, 2013

- 10:00 a.m. - Box Office, Building, Powwow, & Arts and Crafts Open
 - Story telling, demonstrations (lower foyer Denver Room - top of the hour)
 - Dancer and Drum Registration Opens
- 10:30 a.m. - Invocation and Drum Roll Call
- 11:00 a.m. - Grand Entry (Denver March Pow★Wow Song "A Living Hoop" begins processional)
- 12:00 p.m. - Fry Bread Concession Stand Opens
- 12:15 p.m. - Intertribal and Contest Dancing (throughout the afternoon until Supper Break)
- 5:00 p.m. - Supper Break
- 6:30 p.m. - Invocation, Introduction of Royalty, Drum Roll Call
- 7:00 p.m. - Grand Entry (Denver March Pow★Wow Song "A Living Hoop" begins processional)
- 8:00 p.m. - Intertribal and Contest Dancing (throughout the evening)
 - Wicaglata Judging Begins**
 - Special - "Youth Enrichment" Young Women's Fancy & Young Men's Fancy - 1st Elimination**
- 10:30 p.m. - Powwow Concludes for Night

SATURDAY - MARCH 23, 2013

- 10:00 a.m. - Box Office, Building, Powwow, & Arts and Crafts Open
 - Contest Registration Opens
 - Story telling, demonstrations (lower foyer Denver Room - top of the hour)
- 10:30 a.m. - Invocation, Introduction of Royalty, Drum Roll Call
- 11:00 a.m. - Grand Entry (Denver March Pow★Wow Song "A Living Hoop" begins processional)
- 12:00 p.m. - Fry Bread Concession Stand Opens
 - Intertribal and Contest Dancing (throughout the afternoon until Supper Break)
- 2:00 p.m. - Contest & Drum Registration Closes
- 5:00 p.m. - Supper Break
- 6:30 p.m. - Invocation and Drum Roll Call
- 7:00 p.m. - Grand Entry (Denver March Pow★Wow Song "A Living Hoop" begins processional)
- 8:00 p.m. - Intertribal and Contest Dancing (throughout the evening)
 - Special - "Youth Enrichment" Young Women's Fancy & Young Men's Fancy- FINALS**
 - Wicaglata Concludes (Ties will be run on Sunday)**
- 11:30 p.m. - Powwow Concludes for Night

SUNDAY - MARCH 24, 2013

- 10:00 a.m. - Box Office, Building, Powwow, & Arts and Crafts Open
 - Story telling, demonstrations (lower foyer Denver Room - top of the hour)
- 10:30 a.m. - Invocation, Introduction of Royalty, Drum Roll Call
- 11:00 a.m. - Grand Entry (Denver March Pow★Wow Song "A Living Hoop" begins processional)
- 12:00 p.m. - Fry Bread Concession Stand Opens
 - Intertribal dancing & Contest Finals for Adult Categories (18-39) to conclusion
 - Specials - Calsee Has No Horse - Women's Jingle (18+)**
 - Coronation of 2013 Denver March Pow★Wow Princess
 - Denver March Pow★Wow Song "A Living Hoop"
- 8:00 p.m. - Announce Contest Winners
- 9:30 p.m. - 39th Annual Denver March Pow★Wow Concludes

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