



FOR IMMEDIATE RELEASE

Wednesday, February 18, 2009

BUFFALO THUNDER SUPPORTS SANTA FE INDIAN MARKET FOR THE SECOND YEAR

(SANTA FE, NM)—Buffalo Thunder's title sponsorship provides much needed support and will help pay for the planning and presentation of the 2009 Indian Market. This auspicious sponsorship also represents a mutually beneficial partnership that recognizes the centrality of the Santa Fe Indian Market to the Native fine arts movement.

An important aspect of the sponsorship is hosting SWAIA events at Buffalo Thunder throughout the year. The first Santa Fe Indian Market event of 2009 is the poster unveiling press conference and luncheon Wednesday, February 18, 10 a.m. to 2 p.m. This year's poster artist is Taos jeweler Maria Samora. The selection of Samora as the 2009 Santa Fe Indian Market poster artist represents a dramatic departure from past poster artist selections and is literally and figuratively indicative of the new face of Indian Market.



As Pojoaque Governor George Rivera puts it, "Buffalo Thunder Resort's sponsorship of the Santa Fe Indian Market represents a significant commitment on the part of the Pueblo of Pojoaque to Native arts and to the communities and pueblos of New Mexico. The new resort is a stunning realization of pueblo arts and culture, combined with Hilton hospitality, and we are proud to align it with Santa Fe's most cherished event." Buffalo Thunder Resort & Casino, brought to fruition by the visionary Pojoaque governor, is Santa Fe's largest destination resort, featuring the Hilton resort and spa, The Indian Market Gallery, restaurants, convention center, golf courses and casino.

SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS

P.O. Box 969 • Santa Fe, New Mexico 87504 • 505.983.5220 • www.swaia.org

SWAIA is a non-profit organization supporting Native arts and cultures



WHERE NATIVE ARTS MEET THE WORLD

Sponsorships are an essential part of the revenues raised each year to stage the renowned Santa Fe Indian Market. SWAIA, a non-profit organization, takes absolutely no percentage of sales from Indian Market artists. The Santa Fe Indian Market costs, like everything else these days, continue to escalate –from the rentals of 650 tents for the artists to the various other costs of converting the Plaza and downtown Santa Fe to a premier showcase for Native arts.

WHO: Southwestern Association for Indian Arts (SWAIA)
WHAT: 2009 Santa Fe Indian Market Poster Unveiling Press Conference and Luncheon
WHERE: Buffalo Thunder Resort and Casino; Hwy 284 /85 at Buffalo Thunder Trail
WHEN: Wednesday, February 18; Press Conference 10 a.m.; Luncheon 12 p.m.
COST: Press Conference- Free; Luncheon-\$50

www.swaia.org
www.buffalothunderresort.com

INTERVIEWS AND IMAGES ARE AVAILABLE UPON REQUEST

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