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**Editor's note:**

**WORD document** attached titled: PRPowwowTop100events.doc

**Photo** attached titled: PowwowAward'09.JPG

*Note: Higher resolution image available upon request.*

**Photo Caption:** Paula McCormick presents George Abeyta with the American Bus Association award naming the Eastern Shoshone Indian Days Powwow as One of North America's 100 Best Events for 2009.

*Photo Credit: Audrey Eaton*

### **American Bus Association Names the Eastern Shoshone Indian Days Powwow One of North America's 100 Best Events for 2009**

**Ft. Washakie, WY** – The American Bus Association (ABA) announced that the 50<sup>th</sup> Annual Eastern Shoshone Indian Days Powwow to be held on June 25-28, 2009 has been designated as one of the Top 100 Events in North America by an elite tourism industry

selection committee. Inclusion in the Top 100 list, published as a supplement to the September/October issue of Destinations magazine, indicates that the Eastern Shoshone Indian Days offers excellent entertainment value to both tour groups and individual travelers from around the world, said ABA.



“We are excited about this national recognition. The Powwow Committee has worked hard to make the Eastern

Shoshone Indian Days fun as well as educational for our visitors.”said George Abeyta, Powwow Committee Vice-Chairman. "Eastern Shoshone Indian Days is more than a powwow. It is nearly a week-long celebration. While singing and dancing are the highlight, there are numerous other activities, such as the traditional Indian games including the arrow throw, tepee races, the rock throw, the moccasin races, shinny games and hand/stick games. Along with the traditional games there are modern day games as well, such as the softball tournaments, basketball tournaments, horseshoe tournaments, volleyball tournaments and fun run. For each of the past three celebrations Eastern Shoshone Indian Days has seen an increase of attendance for singers, dancers and spectators. The 50th Annual should be the best ever!"

“The attractiveness of the 50<sup>th</sup> Annual Eastern Shoshone Indian Days Powwow as a don't miss entertainment value is only part of why its selection this year is such a distinction for the Eastern Shoshone Tribe,” said Peter J. Pantuso, ABA's president and CEO. “The

real news here is that the powwow has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Wyoming's Wind River Indian Reservation an important boost in visibility among professional tour planners."

According to studies recently completed by researchers at The George Washington University and Dunham and Associates, one overnight visit by a motorcoach group can leave from \$5,000-\$13,000 in local destination's economy. Those dollars are spent on lodging, meals admissions, fees, shopping, souvenirs, services, and local taxes.

"Simply put," said Pantuso, "motorcoach groups spend more and stay longer. That's why 50<sup>th</sup> Annual Eastern Shoshone Indian Days Powwow is truly a local economic asset. There is no better way to jump-start tourism that to attract motorcoach groups to a great event and convince them to extend their stay."

ABA's 2009 Top 100 Events Selection Committee selected this powwow from among hundreds of U.S. and Canadian events nominated by state and provincial tourism offices and convention and visitors bureaus.

The Top 100 Events list is available online at [www.buses.org](http://www.buses.org). For a complete list of Native American and cultural events in Wyoming's Wind River Country, go to <http://www.wind-river.org> , <http://www.easternshone.net> or call 800-645-6233 for a free vacation packet.

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