



MEDIA RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Maryl Hamilton
505-717-2085
pr@indigenouimageawards.com

NORTH AMERICAN INDIGENOUS IMAGE AWARDS GAINING STATUS

Hard Rock Hotel & Casino Albuquerque, on the beautiful Isleta Pueblo Reservation, to host celebrity-studded event recognizing North American Indigenous Peoples in the Arts, Media, & Entertainment Industry

Albuquerque, NM - March 11, 2011 - The 2nd Annual North American Indigenous Image Awards (NAIIA) event will take place on Friday, April 29, 2011. This high-end formal awards event is being hosted by the Hard Rock Hotel & Casino Albuquerque on the majestic Isleta Pueblo Reservation.

The NAIIA awards event is receiving attention from the industry, celebrities, talent, and fans across North America. It is the first awards show of its kind to recognize Native Americans and Canadian Aboriginals and is garnering attention from entertainment industry talent -- both behind and in front of the camera. This year's award categories include Film, TV, Music, Magazine, Comedy, Calendar, and more. NAIIA is accepting award nomination submissions through March 25, 2011 in all categories.

"I think it's awesome that we have an image award specifically for indigenous people. What a great opportunity to put a spotlight on some of the great work our community is creating," says Chaske Spencer, Actor (Twilight Saga: Sam Uley). Chaske is of Lakota (Sioux) Nation, Nez Perce, Cherokee, and Creek heritage.

The NAIIA event honors outstanding and amazing talent from across North America. The show will feature and award artists from genres of the entertainment industry such as film, television, news, music, comedy, and photography. The event caters to entertainment celebrities, young professionals, talent agencies, managers, actors, musicians, models, filmmakers, designers, and fans. The awards show will feature a Red Carpet opening, VIP seating, live performances, celebrity presenters, and a VIP Afterparty.

"We appreciate the NAIIA for recognizing the work of people like us. We produce a calendar and we work very hard every year to entertain the public. It is great to finally be recognized for all our effort and hard work," commented Krista Thompson (Navajo) owner of "Women of the Navajo" and recipient of 2009 NAIIA Outstanding Calendar Award.

This event is the must-attend arts & entertainment awards show for Indigenous North America. The multitude of American Indians and Canadian Aboriginals in the Arts and Performing Arts require an avenue where talents will be recognized. This is a venue to recognize, elevate, and advance Indigenous peoples careers and aspirations and also an opportunity for growth and recognition at the international level. NAIIA is the event to see and be seen.

Tickets to the 2011 North American Indigenous Image Awards go on sale March 2011. General admission ticket price is \$20. Proceeds from the event benefit a student scholarship fund at a local tribal college. If you would like more information on the event or to make a donation, please contact Christine Means at info@indigenouimageawards.com or for additional information about submission categories or show details please visit www.indigenouimageawards.com.

###