



Khowutzun Warmland Inter-Tribal Pow Wow Society

PO Box 655, 200 Cowichan Way, Duncan, B.C. V9L 3X9

Phone: (250) 746-8324 Fax (250) 746-8342

PRESS RELEASE

1st Annual Pow Wow in the Cowichan Valley
Backed by Corporate Sponsorships

FOR IMMEDIATE RELEASE

August 19, 2004

DUNCAN, B.C. – The Khowutzun Warmland Inter-Tribal Pow Wow is hosting it's 1st annual Pow wow in the Cowichan Valley on August 27, 28 & 29, 2004.

"Pow wow time is the First Nation people's way of meeting together, to join in dancing and singing, visiting, renewing old friendships and make new ones. This is a time to renew thoughts of the old ways and to preserve a rich heritage," said Chairman of the Pow Wow Society, Lester Joe.

The Khowutzun Warmland Inter-Tribal Pow wow celebration of First Nations culture is estimated to attract approximately **2,000** people to the Cowichan Valley, with numerous dancers and drum groups that will be attending the celebration throughout the weekend. It is estimated that over 50 craft vendors will participate in the three day event.

"As a part of making the event successful we are inviting a variety of organizations to become involved with the pow wow as corporate sponsors," stated Lester.

"We have built partnerships with KMCLP and the Khowutzun Development Corporation as core sponsors, and many others have come on board as a result."

To date, major contributors to the Pow wow Society are:

Thunderbird Partners (\$1500+):

KMCLP, Khowutzun Development Corporation, Terasen Gas, Terasen Waterworks, Brandt Tractor,

Whale Partners (\$1000+):

Dodds Lumber,

Frog Partners (\$500+):

Jacques Whitford, Duncan Home Hardware, EdmonForge Ltd.,

Friends of the Pow wow:

NAP Windows, Sports Traders

Estimated budget to host the three day event is calculated at around \$15,000. The Pow wow Society is continuing it's sponsorship campaign and invites other businesses that want to be involved to contact the society.

"There are many benefits from becoming a partner in the pow wow," explained Lester, "such as advertisements in a highly visible venue— on all event marketing and merchandising material and though public announcements made regularly throughout the event."

For more information on sponsorship opportunities contact the Pow Wow Society at (250) 746-8324. The Khowutzun Warmland Inter-Tribal Pow wow is a non-profit society promoting a safe and fun family event that bridges the many cultures of our area through dances, songs, art and food.

-end-

Contact:

Ms. Brennan Gohn
Communications Manager, KDC
Office: (250) 746-8324
Cell: (250)709-7902