

NEW MEXICO  TRUE

# New Mexico Tourism Department

## Intertribal Ceremonial Office

MICHELLE LUJAN GRISHAM, GOVERNOR

Jen Paul Schroer, Cabinet Secretary

Antoinette Vigil, Deputy Secretary

### FOR IMMEDIATE RELEASE:

**Contact:** Cody Johnson  
 Communications Director, Tourism Department  
 Cody.johnson2 @state.nm.us  
 505-470-0060

*The mission of the New Mexico  
 Tourism Department is to grow New  
 Mexico's economy through tourism.*

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## Gallup Intertribal Ceremonial announces dates for 100th year celebration

*1922 – 2022 Ceremonial Centennial Celebration will feature an 11-day event lineup*

**GALLUP, NM** – The Intertribal Ceremonial Office (ICO), Gallup Inter-Tribal Indian Ceremonial Association, Inc. (GITICA), and the City of Gallup announce the dates for the 100<sup>th</sup> anniversary of the Gallup Intertribal Ceremonial will be August 4th - 14th, 2022.

One of New Mexico's longest running events, the Ceremonial Centennial Celebration will be a mixture of in-person and virtual events. Scheduled events include: One World Beat (the theme of the event) – Native American & Indigenous Tribal Processions & Performance Showcases, Rodeo Events, Ceremonial Queen and Princess Pageants, Juried Art Show & Contest, Virtual Artisans Market, 5k Run/Walk, Parades, Powwow, Navajo Song & Dance, Film Screenings and more. "The Ceremonial" is hosted annually at Red Rock Park near Gallup, NM. Various citywide events are also being planned.

Founded in 1922 and considered a New Mexico destination experience, the Gallup Intertribal Ceremonial is one of the oldest continuous recognitions of Native American culture and heritage and known for attracting an international audience. As it reaches its 100<sup>th</sup> anniversary, the event continues to evolve while enshrining the earliest ideas of creating opportunities by spotlighting Native American authenticity. This centennial milestone is a cumulation of tributes to the generational event caretakers and the ancestral and present day Native American tribal participants.

"We're excited to work with our partners and tribal communities to give the Gallup Intertribal Ceremonial the 100th year celebration it deserves," ICO Executive Director Melissa Sanchez said. "This collaborative production is the momentous opportunity to showcase one of New Mexico's signature cultural events to a global audience while we recognize and celebrate the rich diverse cultures, history, contributions, culture and heritage of Native & Indigenous peoples."

“We are excited for the potential partnership with the Intertribal Ceremonial Office,” GITICA President Kyle Tom said. “We all want the best Gallup Inter-Tribal Indian Ceremonial ever, and we look forward to honoring its rich history while celebrating its centennial.”

This is going to be the biggest, best year that we have seen for The Ceremonial,” City of Gallup Mayor Louie Bonaguidi said. “Through all of our joint efforts, including Melissa’s event experience and far-reaching tribal network throughout the United States, Dudley Byerly’s and Kyle Tom’s event and professional rodeo experience, I look forward to and am excited for the Centennial Ceremonial Celebration.”

Information about the event will be published at [www.GallupIntertribalCeremonial.com](http://www.GallupIntertribalCeremonial.com) including this e-newsletter sign up, schedule, performances, calls for pageant contestants, artists, volunteers, ticket on-sale dates, travel information, health and safety guidelines. The public is encouraged to follow Gallup Intertribal Ceremonial on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#) for updates on the event in 2022 and beyond.

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***About New Mexico True:*** The New Mexico Tourism Department created the New Mexico True brand in response to common misconceptions that New Mexico is a dry, arid, barren desert state with nothing to do. Built upon the idea that a trip to New Mexico is an “adventure that feeds the soul,” the brand advertising campaign provides a platform for unified messaging for more than 50 communities and 300 businesses around the state.

***About the Gallup Intertribal Ceremonial:*** The Gallup Intertribal Ceremonial's longtime objective is to showcase, educate, promote, and preserve the diversity of Native American and Indigenous performing arts, crafts, cultural heritage, and further elevate their worldwide recognition. Through 2021's TV event “Spirit of The Ceremonial”, the Gallup Intertribal Ceremonial continues to share its proud history and continue the tradition of universally uniting audiences through the shared interest in the beauty of Native American and Indigenous culture and traditions.