

**The City of Santa Fe's Rolls out the Red is Green Carpet during Indian Market week and Spotlights the 24th RNCI Red Nation International Film Festival for Natives in Charge of Their Narrative with the 30th Anniversary of Powwow Highway**



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Credentialed Press Only

One of the most prestigious and popular events held during Santa Fe Indian Market is RNCI Red Nation International Film Festival The Authentic Voice of American Indian & Indigenous Cinema, now in its 24th season, is a fundraiser for Red Nation Celebration Institute (RNCI), founded in Santa Fe during Indian Market in 1995. All proceeds goes towards RNCI Year-round programs supporting Indigenous Filmmakers, Native Youth, and women. RNCI organization launched the Contemporary American Indian music scene during Indian market in 1995, produced the first Native Film Festival during Indian market, produced the first Red Carpet Gala during Indian Market, produced the music scene on the Plaza during Indian Market. For lovers and film enthusiasts of Native Cinema, this is the place to be during Market.

City of Santa Fe Mayor Alan Webber will be welcoming the celebration of the '30th Anniversary Powwow Highway' cast reunites for Press Conference 'Natives in Charge of their Narrative' along with Todd Christens NM Film Office, hosted by La Fonda on the Plaza on August 14th. In Person **A Martinez** | Powwow Highway, **Joanelle Romero** | Powwow Highway, **Gary Farmer** | Powwow Highway, **Amanda Wyss** | Powwow Highway.

“Having founded RNCI Red Nation International Film Festival

24 years ago, cements our Native Narrative in the entertainment industry and secures the very best of American Indian & Indigenous filmmakers to global audiences,”

Joanelle Romero, Academy of Motion Picture Arts & Sciences member, said. “Being cast in the role of Bonnie Redbow (Powwow Highway) and now 30 years later screening George Harrison’s cult-classic ‘Powwow Highway’ during Indian Market for our Festival is testament that our Native narrative endures and the audience is there.

Powwow Highway changed the Native



narrative forever!

Visitors take advantage of the opportunity to meet & greet with Native Filmmakers and learn about contemporary American Indian & Indigenous Cinema.

All events scheduled take place Wednesday, August 14 \* Thursday, August 15 \* Saturday, August 17th, includes Press Conference, Film Program, The Writers Room Masterclass, and Native Women in FILM #WhyWeWearRED, held at La Fonda on the Plaza, Violet Crown, Hotel Santa Fe.

“It is hard to imagine that it is 30 years since the release of [Powwow Highway](#). It was a wonderful experience making the film and I am truly honored by the way in which the native community and others have embraced it over the years. I am especially gratified that others followed in our footsteps and made relevant, contemporary native films about issues that matter. Let's continue to harness that energy in a way that does not simply describe the world we live in but changes it.” stated Jonathan Wacks (dir. Powwow Highway)

Congresswoman Deb Haaland (NM 1st Congressional District) is RNCI's Film Festival honorary guest on August 17th, in where we will be addressing how far we have come in one year with the launch of Native Women in FILM's #WhyWeWearRED Call to Action for the Lack of Native Women in Film & Television and Missing & Murdered Indigenous Women.

Congresswoman Deb Haaland states “Thank you all for supporting Red Nation Celebration Institute, I hope that you will continue to support this wonderful organization, so that it can continue to inspire folks, and that all of you will continue to share your creatively and with the world and that more young

folks can learn from you and be inspired by you and have success into the future.”



Schedule is as follows, participants listed will be in attendance

AUGUST:

**Press Conference \*Natives in Charge of Their Native Narrative\*** August 14<sup>th</sup> 10:00am - Noon La Fonda on the Plaza  
Hosted by La Fonda on the Plaza.

**Welcoming Introductions** by Honorable **Mayor Alan Webber**  
City of Santa Fe and **Todd Christensen** NM Film Office

**In Person**

**A Martinez** | Powwow Highway

**Joanelle Romero** | Powwow Highway

**Gary Farmer** | Powwow Highway

**Amanda Wyss** | Powwow Highway

**Denise Harvey** | Tribal Council of The Confederated Tribes of Grande Ronde.

Free Event: must R.S.V.P.

**The Writers Room Masterclass** | The Writers Room  
Masterclass

Natives in Charge of Their Native Narrative August 14<sup>th</sup> 5:00pm  
to 7:00pm Hosted by TBA

**In Person**

**A Martinez** | Powwow Highway

**Joanelle Romero** | Powwow Highway

**Todd Christensen** | NM Film Office

**Loren Aragon** | Fashion Designer

Free Event: must R.S.V.P.

**Screening Film Program | Red Nation Conversation  
Series** [panel]

**August 15<sup>th</sup>** – Violet Crown Cinema

6:00pm Red is Green Carpet | Meet & Greet

7:00pm to 8:45pm | Screening Powwow Highway

9:00pm | Film Panel

30<sup>th</sup> Anniversary **Powwow Highway** The Contemporary feature  
film that Changed the Narrative Forever ... Cast Reunites

Ticketed Event

**Native Women in FILM**

**August 17<sup>th</sup>** – 3:00pm to 5:00pm Hotel Santa Fe

Hosted by Hotel Santa Fe

**YOUR INVITED TO EXPERIENCE!** One of the most important conversations this year! This event will be an inspiring and empowering. **“Native Women in FILM #WhyWeWearRED Conversation Series** Congresswoman Deb Haaland (NM 1st Congressional District) will be the guest of honor. More TBA!!!! Stay Connected .... Proceeds from the ticket sales will be shared with #WhyWeWearRED initiatives.

Ticketed Event

All four events will be livestreamed on the Red Nation Television Network [YouTube Channel](#); RNIFF [Facebook page](#) and broadcast at a later date on Red Nation Television Network [www.RedNationTV.com](http://www.RedNationTV.com)

**Tickets and more information on all four events visit:**  
<https://www.rednationff.com/on-the-road-rniff-santa-fe-nm/>

**Benefiting:** Red Nation Celebration Institute year-round programs in Santa Fe NM and Los Angeles.

**Festival Runs:** August 14, 15, and 17 @ La Fonda on the Plaza, Violet Crown, Hotel Santa Fe.

**Sponsors:** Hotel Santa Fe, Inn of the Mountain Gods, Plaza Cafe, La Fonda, Red Nation Television Network, USC Sol Price of Public Policy.

## **ABOUT RNCI Founder**

Joanelle Romero

<https://www.rednationff.com/about-the-founder/>

## **ABOUT Red Nation International Film Festival**

This year marks the 24<sup>th</sup> season of the RNCI Red Nation International Film Festival, The Authentic Voice of American Indian & Indigenous Cinema™ which showcases features, documentaries, and shorts, produced by emerging and established American Indian filmmakers from the heart of Indian Country and International Indigenous Nations.

**RNIFF** is dedicated to breaking the barrier of racism by successfully replacing American Indian stereotype with recognition, new vision, arts, culture and economic prosperity by placing American Indian Filmmakers at the forefront of the entertainment industry and to introduce American Indian Filmmakers to larger, global mainstream audiences while championing Native Women in Film & Television and giving voice and inspiring native youth with our dedicated program Native Youth Matter™ – If I Can See It I Can Be It.™

[www.rednationff.com](http://www.rednationff.com)

## **ABOUT Red Nation Celebration Institute**

The Authentic Voice of American Indian and Indigenous storytellers, our mission is in promoting, advancing, advocating and empowering independent filmmakers, media artists and content creators, with an emphasis on initiatives for Native



women and youth, in all media platforms, in conjunction with partners from around the world.

LEARN MORE: <https://rednationcele.org/about-mission/>

Los Angeles in the Heart of the Entertainment Industry The 24<sup>th</sup> RNCI Red Nation International Film Festival & Awards runs November 1-14<sup>th</sup>. RNIFF press conference of all nominees to be announced LIVE on October 14<sup>th</sup>. RNCI Red Nation Awards held on November 11 @ The Hollywood Roosevelt. For a full schedule of events, please visit: [www.rednationff.com](http://www.rednationff.com)

[RELATED NEWS] Roger Ebert take on Powwow Highway  
"What Anyone who can name his 1964 Buick "Protector" and talk to it like a pony has a philosophy we can learn from. Philbert Bono is the name of the philosopher. He is a member of the Northern Cheyenne tribe, and near the beginning of "Powwow Highway" he and a friend, Buddy Red Bow, set out to ride Protector from Lame Deer, Mont., to Sante Fe, N. M."  
FULL STORY: <https://www.rogerebert.com/reviews/powwow-highway-1989fbclid=IwAR1uiQBpmUBc2dOSbYUqqpYfvLV7qnCGoCKtigAQ9rjKL3uZ1-ERSpVD3vQ>

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