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BUFFALO THUNDER LAUNCHES NEW THUNDER MAGAZINE

(SANTA FE, NM)— *Thunder Magazine*, an in-room publication of Buffalo Thunder Resort & Casino designed for resort guests, has just released their inaugural issue. It is being distributed at the property, and other Pojoaque Pueblo locations, such as Cities of Gold Casino and Hotel; various events around New Mexico and at trade shows around the country.

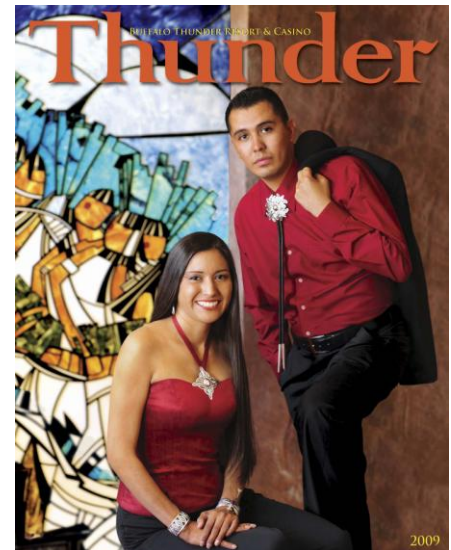
“The publication is the brainchild of pueblo governor George Rivera who sees the magazine as a way to showcase the magnificent new resort, including all the amenities and the extensive Native American art collection,” said David Oakeley, the executive director of marketing for the Pueblo of Pojoaque businesses.

The magazine will be published twice annually—in June and December. *Thunder* consists of 32 inside pages, plus covers, with about an equal ratio of advertisements to editorial content, and a print run of 40,000 copies.

Feature articles focus on the resort’s impressive Native art collection of several hundred works found throughout the public spaces and guest rooms; the unique business relationship between Pojoaque Pueblo and Hilton Hotels (it is the first time Hilton has partnered with an Indian tribe), written by Harlan McCosato, the highly-respected host of the radio call-in program *Native America Calling*; and a profile of Pueblo of Pojoaque’s Poeh Center.

Every issue will include departments such as Feast!, devoted to the resort’s dining and drinking establishments, written by well-known dining critic John Vollertsen; Jackpot, focused on the resorts gambling activities; and Live!, spotlighting performing artists at the resort. Profiles of resort-based businesses, such as the Santa Fe Indian Market Gallery, will also run in each issue.

Buffalo Thunder is the official sponsor of Indian Market and a sponsor of the Santa Fe Opera. The resort and casino incorporate Native American art into every design aspect, and is the permanent new home of the Santa Fe Indian Market Gallery – a new, year-round venue for artists who participate in the annual Santa Fe Indian Market.



Thunder also has information on Towa Golf Club, with its 18 hole premier golf course designed by Hale Irwin and Bill Phillips, full-service clubhouse, dining, bar and pro shop. Set in Georgia O’Keeffe country, the Towa Golf Club is characterized by turquoise skies, red rock cliffs and views of snow-peaked mountains.

Thunder was produced by Rio Media Santa Fe, a new company headed by publisher/editor Daniel Gibson and managing editor/photographer Kitty Leaken, with supervision by Governor George Rivera of the Pueblo of Pojoaque and his staff.

Gibson and Leaken are both veteran members of the regional newspaper and magazine scene. Gibson has served as editor of Phoenix-based *Native Peoples* magazine for eight years, written a handful of books, including *Pueblos of the Rio Grande: A Visitors Guide*, and thousands of magazine and newspaper articles for regional and national publications. Leaken has four books to her credit, many regional and national magazine assignments, was a staff photographer for the *New Mexican* for eight years, and was program director of Art Refuge, helping Tibetan children refugees and Sri Lankan orphans. Art direction for *Thunder* is by Scott Gerber. Starline Printing of Albuquerque printed the first issue.

www.buffalothunderresort.com

INTERVIEWS AND IMAGES ARE AVAILABLE UPON REQUEST

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