



3240 Fort Road • Toppenish, WA 98948
(509) 865-8500

Date: November 23, 2015

Contact: David Mance, Media Relations Coordinator, 509-969-6084 or mance_d@heritage.edu.

FOR IMMEDIATE RELEASE

Yakama Nation Tribal Elders Featured in Heritage University Celebration of Native American Heritage Month

Toppenish, Wash. – As part of its Native American Heritage Month celebration, Heritage University is publishing a series of full-page ads honoring Yakama tribal elders who have contributed greatly to the Yakama and central Washington communities. The ads feature Tony Washines, Martha Yallup, Russell Jim and Virginia Beavert.

Ryan Red Corn, renowned photographer and a member of the Osage Nation in Oklahoma, was at Heritage University to photograph a group of Native American Students for an upcoming campaign, also photographed Virginia Beavert for the series. Red Corn's exceptional talent was as meaningful to the campaign as was the campaign meaningful to him. "I was honored to be asked to come to Heritage University to do these photographs. It was not an act of preservation, but an act of perseverance. These people are our heroes, our celebrities, and our icons. I hope that these photos can be used to update the histories that are told about last week, last month, last year, or the last 100 years," said Red Corn.

David Wise, the Vice President for Marketing and Communications at Heritage, says the elders featured have done so much, not only for the Yakama Nation, but also for the entire community. "It is humbling to read the ads. The elders have contributed to the economic viability, political stability and cultural viability of the Yakama Nation, and that success greatly benefits the Yakima Valley and all of central Washington. At Heritage we deeply value our relationship with the Yakama Nation, and wanted to recognize the achievements of these individuals as the cornerstone of our Native American Heritage Month celebration. It's something we plan to do each November," said Wise.

The ads featuring the Yakama Nation tribal elders are now running in the Toppenish Review Independent and Yakama Nation Review through the

month of November. Heritage University has also prepared a short video that captures a behind-the-scenes look at the Native American Heritage Month photo shoot featuring the elders. The video can be seen on our website, www.heritage.edu.

For more information or to schedule interviews, contact David Mance at (509) 865-0731 or mance_d@heritage.edu.

#

Heritage University is a non-profit, independent, regionally accredited institution of higher education offering undergraduate and graduate education across the state of Washington. Visit our website, www.heritage.edu.