



For Immediate Release  
August 25, 2004

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**Lewis and Clark Bicentennial Circle of Tribal Advisors Launches Public Awareness Campaign**  
Highlights respect for Indian resources and sacred places

**St. Louis**—The National Council of the Lewis and Clark Bicentennial Circle of Tribal Advisors (COTA) announces today the launch of a public awareness campaign emphasizing cultural understanding, respect for American Indian cultural and historical sites and artifacts, environmental conservation, and native language revitalization. The campaign, which has been endorsed by The Advertising Council, will invite viewers to visit the many Indian nations along the Lewis & Clark National Historic Trail – to understand American Indian devotion to these ancient homelands and learn about vibrant modern and ancient cultures. Created by G+G Advertising, owned and managed by members of the Blackfeet Nation, the campaign will launch two of four public service ads this summer. The first two ads are focused on cultural understanding and respect for Indian cultural resources and sacred sites.

“The Lewis and Clark Bicentennial Commemoration is an opportunity for American Indians to share our stories of and perspectives on the expedition as well as share our rich cultures today,” said COTA Chairman Allen Pinkham (Nez Perce). “We want all Americans to understand we’re still here.” These stories – some funny, some tragic – are part of how Americans collectively came to be who we are today.

Launched in 2003 and continuing through 2006, the Lewis and Clark Bicentennial Commemoration offers 15 national signature events in communities across the nation; some have already taken place. All of the events were developed in concert with the tribes whose homelands those communities now occupy and represent American Indian perspectives and cultures. Three events in particular, planned and hosted by the Great Sioux Nation, the Nez Perce Tribe and the Mandan-Hidatsa-Arikara Nation respectively, will commemorate the lives and experiences of the American Indian ancestors who encountered Lewis and Clark 200 years ago and celebrate the peoples and cultures still here today. For event details please visit [www.lewisandclark200.org](http://www.lewisandclark200.org).

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**The National Council of the Lewis and Clark Bicentennial Circle of Tribal Advisors**

COTA is an American Indian advisory group and partner in coordinating the Lewis and Clark Bicentennial Commemoration. Consisting of 40 contemporary tribes who represent most of the 114 tribal nations encountered or studied by the Lewis and Clark Expedition, COTA commemorates the contributions and goodwill of tribal ancestors and plans for the well-being of future generations.

In cooperation with the National Council of the Lewis and Clark Bicentennial and local, state and federal tribal partners, COTA promotes educational programs that celebrate the important contributions of tribes, cultural sensitivity, and perpetuation and stewardship of natural, cultural and historical resources, including the protection of sacred sites along the expedition's route.

**The National Council of the Lewis and Clark Bicentennial**

The National Council of the Lewis and Clark Bicentennial is a private, nonprofit organization Congressionally designated to coordinate the National Lewis and Clark Bicentennial Commemoration. The National Council is recognized by a presidential proclamation, and its Circle of Tribal Advisors has resolutions of support from the National Congress of American Indians. As noted in its mission statement, the National Council's goal is to "re-ignite [the expedition's] spirit of discovery and acclaim the contributions and goodwill of the native peoples." Its programs and events seek to commemorate the journey that shaped the boundaries and history of the United States, while advancing a greater understanding of American Indian perspectives of the Lewis and Clark Expedition as well as issues affecting contemporary American Indians. The National Lewis and Clark Bicentennial is supported by a leadership grant from the William and Flora Hewlett Foundation. To learn more about the Lewis and Clark Bicentennial, visit <http://www.lewisandclark200.org>.

**The Advertising Council**

The Ad Council is a private, nonprofit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has effected, and continues to effect, tremendous positive change by raising awareness, inspiring action, and saving lives. To learn more about the Ad Council and its campaigns, visit <http://www.adcouncil.org>.

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