



# AIANTA

American Indian Alaska Native  
Tourism Association

*Introducing America's First Nations to the World*

FOR IMMEDIATE RELEASE  
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## **American Indian Alaska Native Tourism Association Appoints New Public Relations and Media Specialist**

*Fast Growing Non-Profit Travel and Tourism Organization Strengthens Resources*



**Albuquerque, New Mexico (April 17, 2014)** The American Indian Alaska Native Tourism Association (AIANTA) announced this week that Rachel Cromer has joined the organization's Albuquerque-based team to further develop their growing efforts and goals of providing tribes and tribal members the tools and education to create tourism infrastructure and capacity.

Rachel comes with extensive experience in public relations and media, having spent time as a producer at a local television station as well as at a national public relations firm, where she was instrumental in driving results for local, national and global organizations and companies. Joining AIANTA in the midst of several national tourism conferences including IPW in Chicago, and AIANTA's annual American Indian Tourism Conference, Cromer is sure to continue her success.

Rachel joins AIANTA as Public Relations and Media Specialist to continue the organization's recent success building awareness for tourism in Indian Country.

"I am excited to start this new challenge within AIANTA and look forward to working with the team to further develop their already extensive outreach strategies. I am fortunate to be joining such a worthy organization that prides



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itself on supporting and educating tribes and tribal communities in tourism,” Rachel said.

“Rachel’s experience and industry knowledge has already made her a key addition to the AIANTA team. We view her appointment as a sign of our commitment to continue to advance Indian Country tourism. I’m confident that Rachel will play a key role in providing and implementing high quality results in our outreach and public awareness,” AIANTA Executive Director Camille Ferguson said.

## **About AIANTA**

The American Indian Alaska Native Tourism Association (AIANTA) is a 501(c)(3) national nonprofit association of Native American tribes and tribal businesses that was incorporated in 2002 to advance Indian Country tourism. The association is made up of member tribes from six regions: Alaska, Eastern, Midwest, Pacific, Plains and the Southwest. AIANTA’s mission is to define, introduce, grow and sustain American Indian and Alaska Native tourism that honors and preserves tribal traditions and values.

The purpose of AIANTA is to provide our constituents with the voice and tools needed to advance tourism while helping tribes, tribal organizations and tribal members create infrastructure and capacity through technical assistance, training and educational resources. AIANTA serves as the liaison between Indian Country, governmental and private entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and providing economic development opportunities, AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacy.

To learn more, please visit [www.aianta.org](http://www.aianta.org). For current updates, like us on [Facebook](#) and follow us on Twitter ([@OfficialAIANTA](#)).

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