



PRESS RELEASE

World Championship Hoop Dance Contest Returns to The Heard Museum for 34th Year

Feb. 17 – Feb. 18
The Heard Museum

Images available at: <https://heard.org/press/>

PHOENIX – [The Heard Museum](https://heard.org/) is excited to present the [34th Annual World Championship Hoop Dance Contest](#) on Saturday, Feb. 17 and Sunday, Feb. 18, during which dozens of the top Indigenous hoop dancers will compete at the Heard Museum’s Libby Amphitheater for prestigious World Champion titles and prizes totaling \$25,000 across multiple age divisions.

“We’re honored to host this spectacular event, which combines artistry, athleticism, tradition and suspense for an unforgettable weekend of fellowship and competition,” said David M. Roche, Heard Museum CEO. “The art of hoop dance honors cultural traditions shared by multiple Indigenous communities, and we’re excited to welcome those community members to show off their talents to the Valley.”

The annual World Championship Hoop Dance Contest is recognized as the premier competition for the art of hoop dance throughout North America. The form was popularized by Tony Whitecloud (Jemez Pueblo) whose touring program inspired future generations of dancers. With roots in healing ceremonies, traditions, and practices, today’s hoop dance is shared as an artistic expression to honor Indigenous traditions throughout the U.S. and Canada.

Over the years, as the hoop dance community has grown, dancers have incorporated new and creative designs in their regalia and intricate footwork in their dancing while still respecting the fundamentals of the form. Dancers compete on an equal field, with individual routines featuring as few as four to as many as 50 hoops, which are manipulated to create various formations such as animals, insects, and globes.

Dancers are judged on a slate of five skills: precision, timing/rhythm, showmanship, creativity, and speed. Contestants compete in one of five divisions: Tiny Tots (age 5 and younger), Youth (6-12), Teen (13-17), Adult (18-39) and Senior (40 and older). A collective prize pool of \$25,000 will be awarded to winners across divisions, and victors in each division can claim the honor of being the World Champion.

For dancers interested in competing, contestant registration is open through Feb. 12 at 11:59 p.m. Applications can be completed at heard.org/hoop-dance-contest-registration-form/.

Gates open at 8:15 a.m. on both days, and the dancing will take place from 9 a.m. to 5 p.m. For more information about the 34th Annual World Championship Hoop Dance Contest and to purchase tickets, visit heard.org/event/world-championship-hoop-dance-contest/https://heard.org/event/hoop/.

Above image: Photo courtesy of Heard Museum

Notes to Editors:

The 34th Annual World Championship Hoop Dance Contest will take place from 9 a.m. to 5 p.m. on Feb. 17 and 18 at The Heard Museum in Phoenix, Arizona.

The museum is open Monday to Sunday, from 10 a.m. to 4 p.m.

Ticket prices for the museum are as follows: adults are \$25 at the door, \$22.50 online; seniors (65+) are \$20 at the door, \$18 online; students with a valid ID are \$10 at the door, \$9 online; children (6-17) are \$10 at the door, \$9 online; all children five and under, American Indians (with Tribal ID or CIB) and Heard Museum Members are free.

Photography of any kind may not be used for publication without written permission from the museum and/or artists.

Credentialed members of the media may contact a member of the marketing staff for more information concerning photography of public events or museum galleries.

About The Heard Museum:

Since its founding in 1929, the Heard Museum, a private nonprofit organization, has grown in size and stature to become recognized internationally for the quality of its collections, world class exhibitions, educational programming and unmatched festivals. Dedicated to the advancement of American Indian art, the Heard successfully presents the stories of American Indian people from a first-person perspective as well as exhibitions that showcase the beauty and vitality of traditional and contemporary art. The Heard Museum is supported, in part, by the generosity of Heard Museum members and donors, the Arizona Commission on the Arts, and the City of Phoenix Office of Arts and Culture. In association with the Smithsonian, the Heard Museum is part of a select group of museums and cultural, educational and arts organizations that share the Smithsonian's resources with the nation. For more information, please visit heard.org.



Follow updates on the exhibition via Facebook, Instagram and Twitter
Use @heardmuseum.

Media Contact:

Ivana Morales
973-864-4523
ivana@evolveprandmarketing.com



Full media kit with logos, high-resolution images, past announcements and more can be found here:
<https://bit.ly/3yVh8ho>