



PRESS RELEASE

Indigenous Art and Dance Take Center Stage as the Heard Museum Opens 2026 Event Ticketing

*Ticket Launch Dates
Announced for Museum's
Signature Events*

PHOENIX – [The Heard Museum](https://www.heard.org) announced today ticket sale dates for two major events in 2026, the 36th annual World Championship Hoop Dance Contest happening Feb. 14-15, and the 68th annual Indian Fair & Market taking place March 7-8.

Ticket sales open Dec. 9 for the Hoop Dance event and Jan. 13 for the Indian Fair & Market. Adult tickets are \$26 for Hoop Dance and \$30 for the Fair. Tickets are available at heard.org/hoop and heard.org/fair.

Both events offer a full festival experience, with food and drinks from local vendors, offerings from the Heard Museum's award-winning restaurant, and hands-on activities in the Family Fun Zone each day. Guests can also explore community partner booths and enjoy programming that highlights Indigenous creativity and community.

The World Championship Hoop Dance Contest brings together more than 100 Indigenous dancers from across North America in a competition that blends artistry, athleticism, and cultural tradition with \$25,000 in prizes. Since debuting at the Heard Museum in 1991, the event has grown into a premier showcase of skill and endurance, drawing thousands of spectators to watch dancers perform fast-paced, highly technical routines that rival the intensity of a major sporting championship. It's a two-day, can't-miss event that celebrates excellence and captivates audiences of all ages.

The Indian Fair & Market features more than 600 Indigenous artists representing over 100 American Indian, Alaska Native, and Canadian First Nations communities. The weekend begins March 6 with the Best of Juried Competition awards ceremony where a total of \$180,000 in prize money will be awarded, followed by two full days of artist booths and family activities. The Youth Art Show and Sale returns for its second year, offering more than \$10,000 in prizes to rising artists in grades seven through 12, with all youth artwork available for purchase. Throughout the weekend, visitors of all ages can enjoy games, artmaking, and live entertainment in the Family Fun Zone. On Sunday, all children under 12 receive free admission to the Fair.

Together, these signature events remain two of the most anticipated and celebrated showcases of Indigenous art and culture in the country.

For more information about each event and the Heard Museum, please visit heard.org.

Notes to Editors:

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The Heard Museum and Museum Shop are open daily, from 10 a.m. to 4 p.m. It is closed on Easter, Independence Day, Thanksgiving and Christmas. From June 1 to Aug. 31, the Museum and Shop are open Tuesday through Sunday from 10 a.m. to 4 p.m.

Ticket prices for the museum are as follows: adults are \$26; seniors (65+) are \$21; military members are \$21 (with valid ID); university/college students with a valid ID are \$10; children (6-17) are \$10; all children 5 years 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 has grown to become nationally and internationally recognized for its world-class exhibitions, award-winning publications, unparalleled festivals and innovative educational programs. Dedicated to connecting Indigenous creativity to the world, the Heard showcases the beauty and vitality of Indigenous creative expression by presenting the voice and vision of American Indian artists. A welcoming destination for children and families, the Heard offers engaging experiences that inspire curiosity and foster appreciation for American Indian art and culture. The Heard Museum is supported 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.

For more information, please visit heard.org.



To follow updates on the museum via Facebook, Instagram and Twitter, use [@heardmuseum](https://www.instagram.com/heardmuseum).

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