



NEWS RELEASE

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FOR IMMEDIATE RELEASE**

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**CONFERENCE AND GROUND-BREAKING PUBLICATION
BUILD AWARENESS AND OPPORTUNITY**

The Okanagan Nation Alliance will host its third conference in the Unity Principle Symposium Series, March 1 & 2nd, 2006 at the Penticton Lakeside Resort & Conference Centre. In this installment, Chiefs, Councilors and members of First Nation bands from across the region, and representatives of affiliate agencies, government, industry, and education will meet to hear from respected experts on the topic of Implementing Successful Economic Development. The conference examines the theme from the perspective of the entrepreneur, the local community/band, and the Nation/Tribal Council, working together as well as with the private sector. Case studies from across the continent will be used to engage delegates of the conference in interactive workshops designed to stimulate dialogue and provide practical tools for actively pursuing sustainable development and partnership.

As is customary with the Unity Principle events, the evening of the first day will be punctuated by a business networking gala. This third business gala will speak resoundingly to the Nations' economic development journey to date, emphasizing what the future may hold through active partnership, and will build awareness of opportunities to learn about, work with and experience Okanagan First Nations, with the official launch of a new Economic Development Guide.

60,000 copies of the full color guide will be distributed by members of the Okanagan Nation Alliance, through Visitor Information Centres and trade shows, and in response to inquiries from media and potential business and investment partners. The guide showcases the Okanagan Nation and its contribution to a vital regional economy. Member bands of the Okanagan Nation are profiled, and the guide goes on to provide a glimpse of the past, as well as build a vision of the future, as it raises awareness of over 150 businesses, and numerous cultural tourism experiences. The guide even includes an introduction to terminology and protocol, making it one of the most useful resource tools for residents, visitors and developers who are interested in experiencing positive and productive relationships with the indigenous peoples of this land.

A detailed conference overview and sneak preview of the cover image of the Economic Development Guide are attached, and we welcome your inquiries as indicated below.

Copies of the Guide will be available at the Business Networking Gala on March 1st, and media wishing to cover the event, may make arrangements to attend by calling Charlotte Armstrong at the Okanagan Nation Alliance, (250) 707-0095.

For more information about the Conference or the Guide, please contact:
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