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**BIG LAUGHTER, BIG CAUSE:
 2017 NATIVE STRONG COMEDY SLAM RETURNS TO SAN DIEGO**

Reno, Nevada – During the Indian Gaming Tradeshow & Convention (NIGA), the largest gathering of tribal leaders and casino executives in the country, Raving Consulting and their generous event sponsors return with the 3rd Annual Native Strong Comedy Slam. The event takes place Wednesday night, April 12 at 10 PM, at the Edge in the Hard Rock Hotel San Diego.

Three extremely funny Native American comics, Larry Omaha, Jim Ruel and JR Redwater will all come together to benefit the Notah Begay III Foundation and its critically important work addressing the health and fitness of Native American youth. Larry Omaha, who has been involved since the inaugural event, will serve as the event host.

Big Laughter, Big Cause

Proceeds of the event go to the Notah Begay III Foundation (NB3F) which was founded by Notah Begay III, an All American at Stanford University, a 4-time winner on the PGA Tour, and a respected golf broadcaster for NBC Sports and The Golf Channel. His organization is dedicated to reversing Native American childhood obesity and type 2 diabetes, now an epidemic in Indian country.

In an interview this January at [Raving’s 19th Indian Gaming National Marketing Conference](#), Notah shared his thoughts about the event. “The Native American Comedy Slam does two things. It gives comedians a chance to come in and support the work that we’re doing. It gives them a chance to work on their craft in front of a Native audience. It really gives us a unique platform to talk about what we’re doing with some people who maybe wouldn’t necessarily have taken a look at our organization or our partners. Ernie Stevens Jr., NIGA Chairman, has been a wonderful proponent of the work that we’re doing as well as the Native Comedy Slam. I think it’s one of those things we were a little of unsure of initially but it has really turned into a very successful and fun-filled event. And if anyone wants to laugh, we have a wonderful list of Native comedians that come in and really get you going in the way only a Native American comedian can do.”



NIGA Chairman Ernie Stevens, Jr and Notah Begay III

All three comics will be promoting the event at the Raving Consulting booth (#1129) on the NIGA tradeshow floor on Wednesday, April 12 at the San Diego Convention Center from 1 pm to 4 pm (free tradeshow tickets are available through ravingconsulting.com/conferences). Later that evening, doors will open at 8:30 PM at the Hard Rock Hotel San Diego for VIP Table Sponsors and their guests for a special Comic Meet and Greet and Open Bar. Doors open for individual Comedy Slam ticket buyers at 9:30 PM and the price includes two drink tickets. VIP Table Packages of 10 are \$1500 per table and include the Comic Meet and Greet and Open Bar pre-show. Individual tickets are \$150 each.

“The NIGA Convention and Tradeshow in April gathers thousands of folks – executives from a good number of the 400+ tribal casinos in the U.S. and suppliers, like Raving, that provide products and/or services to the industry. What a perfect audience for driving awareness and raising money for an organization that serves Native American communities! Not only is this a really terrific event for folks to network with other gaming insiders, but it is a easy way to support a very worthy cause, in communities in which we live and/or do business with,” shared Dennis Conrad, President, Raving Consulting, and the event founder.

The event couldn’t take place without the event’s very generous sponsors to date including [7 Cedars Casino](#), [AMERIND Risk](#), [AGEM](#), [Casino Journal/BNP Media Gaming Group](#), [Catalyst Marketing Company](#), [ETIX](#), [Gary Platt](#), [GT Advertising](#), [Houston Productions](#), [Kids Quest](#), [MM/R/C](#), [NIGA](#), [Red Circle Agency](#), [San Manuel Band of Mission Indians](#), and [VCAT](#).

Conrad added, “We are very lucky to have the gaming industry’s foremost talent buyer do most of the heavy lifting for us, at absolutely *no charge*. Yes, this is through the generosity of Kell Houston, President, Houston Productions and longtime [Raving Consulting Partner, Gaming Entertainment](#). Each year Kell is challenged with finding great Native American comedic talent and convincing them to donate their time to this event! And then we have ETIX, which donates all of their services to process the payments and get tickets in our customers’ hands. That’s what is amazing about this event: the generosity of so many people that are involved.”

To buy event tickets or to find out more, visit the Native Strong Comedy Slam page at <https://www.ravingconsulting.com/conferences-and-events-schedule/native-strong-comedy-slam/>

Raving is the most experienced full-service resource for the gaming & hospitality industry. Raving produces numerous educational conferences and publications including the aforementioned Indian Gaming National Marketing Conference. The company partners with casinos and gaming companies worldwide to strategically improve overall operations and profitability.

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If you would like more information about this topic or Raving in general, please contact Christine Faria at 775.329.7864 or email at chris@ravingconsulting.com.