



Office of Public Relations

# Oglala Sioux Tribe

PINE RIDGE INDIAN RESERVATION

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Wiyaka Tokaheya Yuha Najin.

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FOR IMMEDIATE PRESS RELEASE:

## HOKA HEY! A CHALLENGE OR A SCAM?

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So. DAKOTA, Pine Ridge - President Two Bulls: The Oglala Sioux Tribal leadership has recently been overwhelmed with phone calls and electronic mail messages concerning the Hoka Hey Motorcycle Challenge (HHMC) organized by Jim Durham of Hot Springs, South Dakota. The motorcycle run started in Key West, Florida on June 20, 2010 ending in Homer, Alaska on the 4<sup>TH</sup> of July. The organizers claim that the goal of the run is to raise money for water improvement on the Pine Ridge Indian Reservation. Alystar McKenneh, spokesperson for the HHMC, recently reported in a July 05, 2010 television interview on KTUU Channel 2 News (Anchorage, Alaska) that the \$500,000.00 prize, donated by the Lakota, will be awarded during the Sturgis Motorcycle Rally in August.

The Oglala Sioux Tribe was not contacted by the organizers of the event and are not aware of the existence of a half million dollars for the prize. Nor is the Tribe aware of any Lakota band donating such an amount for this event. It should be noted that the Oglala people are not the only Lakota band in South Dakota. Other bands include the Rosebud Sioux Tribe, Cheyenne River Sioux Tribe, Crow Creek Sioux Tribe, Yankton Sioux Tribe, Santee Sioux Tribe of Nebraska, Flandreau Santee Sioux Tribe, Sisseton Wapaton, Lower Brule Sioux Tribe, Ft. Peck Sioux Tribe, and the Standing Rock Sioux Tribe. If the Oglala Sioux Tribe had ready access to a half million dollars the funds would more than likely be used for the emergency needs of tribal elders and children. The administration of the Oglala Sioux Tribe’s Rural Water Supply System is also unaware of a plan by the HHMC organizers to improve the water system with the revenue generated from the Hoka Hey Motorcycle Challenge.

An ordinance that addresses fundraising on behalf of the Oglala Sioux Tribe was recently passed by the Oglala Sioux Tribal Council to curtail fraudulent fund raising efforts by individuals who are essentially “scamming” the public in the name of the Oglala Lakota.

The ordinance requires non-profit organizations and individuals to contact the Oglala Sioux Tribe for approval to raise funds. The Revenue Department of the Tribe will be directed to investigate the claims of the HHMC organizers with a full report for the Oglala Sioux Tribal Council. It was noted that the Red Cloud Humanitarian Fund is listed as a charitable organization to assist tribal

members and citizens on the Pine Ridge Indian Reservation. Please note that the primary agent listed for this organization has been deceased for four (4) years.

We wish to express our sincere appreciation to the motorcycle riders who rode and who believed that the needs of the Oglala Lakota were at the heart of the ride. We also express our condolences to the families of the riders who lost their lives during this event.

For more information and updates, please log on to the official website of the Oglala Sioux Tribe @ [www.oglalalakotanation.org](http://www.oglalalakotanation.org).

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