



**FOR IMMEDIATE RELEASE**

**AAA FOUR DIAMOND HOTEL RE-LAUNCHES TODAY AS THE WE-KO-PA RESORT & CONFERENCE CENTER**

*Rebranding as an Independent Golf Resort Reflects Rich Native American Heritage and Affiliation with Nearby Award-Winning Golf Club*

**(Scottsdale, Arizona) October 1, 2014** – IT'S OFFICIAL! Effective today, the Fort McDowell Yavapai Nation proudly announces the official re-launch and exclusive Tribal management of the Radisson Fort McDowell Resort as the **We-Ko-Pa Resort & Conference Center** ([www.wekoparesort.com](http://www.wekoparesort.com)).

Earlier this year, the Fort McDowell Yavapai Nation made the strategic decision to change the resort's name and position the property as an independent golf resort. Meaning "Four Peaks" in Yavapai, the name has great spiritual meaning for the Tribe, paying tribute to its rich, diverse heritage while also honoring the spectacular mountain scenery that surrounds the resort. In addition, it more closely synchs the hotel with the world-renown We-Ko-Pa Golf Club, encouraging guests to take full advantage of the abundant amenities available at both adjacent facilities.

"On behalf of the Tribal Council, we're elated to unveil the new We-Ko-Pa Resort & Conference Center," said Ruben Balderas, President of the Fort McDowell Tribal Council. "The We-Ko-Pa name resonates deeply within our community, and renaming the resort further grounds one of our most prestigious business enterprises in the Yavapai tradition and culture. In so doing, we foster the good health, well-being and happiness of our Nation's People that, in turn, improves our business practices and success."

Other enterprises owned and operated by the Fort McDowell Yavapai Nation include Fort McDowell Casino, Fort McDowell Adventures, Poco Diablo Resort in Sedona, and Eagle View RV Resort.

"Being recognized as an AAA Four Diamond Award property for the past eight years drives our associates to continue delivering expectation-exceeding, customer-centric experiences," said Craig Benell, We-Ko-Pa Resort & Conference Center Acting General Manager. "By now sharing a name with We-Ko-Pa Golf Club, a highly acclaimed golf facility, and recently assuming management responsibility of nearby Fort McDowell Adventures, we have an even greater palette of unique recreational activities to offer our guests."

Honored as one of the best golf facilities in the country by *Golfweek* and others, and featuring two award-winning 18-hole courses designed by Bill Coore and Ben Crenshaw (Saguaro) and Scott Miller (Cholla), We-Ko-Pa Golf Club also sees benefits in being more closely aligned with the resort.

"We're excited about the new We-Ko-Pa Resort and Conference Center," said We-Ko-Pa Golf Club General Manager Matt Barr. "Resort guests will enjoy improved access to our two award-winning golf courses as well as excellent service and gracious hospitality."

**About the We-Ko-Pa Resort & Conference Center**

Conveniently located 20 minutes from the airport, the new We-Ko-Pa Resort & Conference Center ([www.wekoparesort.com](http://www.wekoparesort.com)) features 246 contemporary guestrooms and suites designed with Native American traditions, bold Southwestern cuisine at Ahnala Restaurant, luxurious spa treatments and salon services at the Amethyst Spa, and a spacious heated outdoor pool with two whirlpools. The resort's

proximity to the award-winning courses at We-Ko-Pa Golf Club, gaming and entertainment at Fort McDowell Casino, and the numerous outdoor activities at Fort McDowell Adventures make it the ideal destination for a vacation, business function or special event.

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