

**Canyon Records** celebrates its 20<sup>th</sup> year as a Heard Fair sponsor, partner, producer, and technical services provider. Founded in 1951 by Ray and Mary Boley, Canyon is one of Arizona's enduring cultural institutions as well as one of the oldest independent record labels in the country. An important commercial producer and supporter of Native music, artists, and culture, Canyon began as a lead sponsor of the Heard Fair in 2000 and later underwrote performances of Canyon artists in the amphitheater. In 2009, Canyon established the Courtyard Stage to present Canyon artists in a more intimate setting. Since 2013, Canyon has provided sound and lighting for the Best of Show reception and fashion show, and photography for the 2018 World Championship Hoop Dance Contest.