



PRESS RELEASE

FOR IMMEDIATE RELEASE

Diné Development Corporation Named Presenting Sponsor of the 78th Annual Navajo Nation Fair



SEPT. 1, 2026 – WINDOW ROCK, Ariz. – The Navajo Nation proudly announces a partnership with Diné Development Corporation (DDC) as the presenting sponsor of DDC Day at the Fair during the 78th Annual Navajo Nation Fair, reinforcing a shared commitment to celebrating Navajo culture, strengthening community, and honoring one of the Navajo Nation's most cherished annual traditions.

As a Navajo Nation owned family of companies, DDC will serve as the presenting sponsor on Saturday, September 12, while supporting several of the Fair's signature events, including the Junior Rodeo, 4-H Livestock Show and Sale, Song and Dance, Pow Wow, and Rodeo.

The Annual Fair, taking place September 8–13, will bring together thousands of families, visitors, artisans, entertainers, and vendors from across the Navajo Nation and Indian Country. Recognized as the largest tribal fair in North America, the gathering provides an important platform for community connection, entrepreneurship, and economic opportunity.

"The Navajo Nation Fair is more than an annual event. It is a celebration of who we are as Diné people," said Austin Tsosie, Chief Executive Officer of DDC. "It unites generations, preserves and celebrates our traditions, and creates opportunities for our people to thrive. As a Navajo Nation owned corporation, DDC is honored to partner with the Navajo Nation and support an event that reflects our shared commitment to uplifting our people, investing in our communities, and building a stronger future together."

DDC's sponsorship reflects the organization's longstanding commitment to uplifting the Navajo Nation and creating meaningful impact across the community. Through strategic partnerships, community investments, and economic contributions, DDC continues to create opportunities and build a prosperous future for the Navajo people.

For more information, visit nnfair.org.

About the Navajo Nation Fair

The Navajo Nation Fair is the largest Native American fair in North America, drawing more than 100,000 visitors annually to Window Rock, Arizona for a week-long celebration of Navajo culture, heritage, community, and tradition. The 78th Annual Fair will take place September 8–13, 2026, bringing together community members and attendees for one of the Nation's most anticipated annual celebrations.

About Diné Development Corporation

Diné Development Corporation (DDC) is a Navajo Nation owned family of companies delivering technology, engineering, professional, and environmental services to the federal government. Guided by a mission to promote self-sufficiency and opportunity for the Diné people, DDC drives growth by generating revenue beyond the reservation and reinvesting it into the Navajo economy. Rooted in Navajo values, DDC competes in the federal marketplace while building meaningful economic and social impact for the Navajo people. To learn more about the DDC family of companies, visit www.ddc-dine.com.

Photos Attached: Diné Develop Corporation (DDC)

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