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For Immediate Release:

**INDIAN PUEBLOS MARKETING INC. ANNOUNCES
AVANYU PLAZA'S NEWEST TENANT**

**MAMA'S MINERALS, NEW MEXICO'S LARGEST ROCK AND BEAD STORE, JOINS SLATE
OF UNIQUE, LOCALLY OPERATED BUSINESSES AND ORGANIZATIONS**

Albuquerque, NM (November 14, 2022)—The Indian Pueblo Cultural Center Campus is pleased to announce that Indian Pueblos Marketing Inc. has secured a lease partnership with Mama's Minerals, the state's largest rock and bead store, to join the roster of exciting businesses that will be located in Avanyu Plaza, part of the thriving 12th Street business and cultural district.

Mama's Minerals owner Laura Randolph started selling crystal gemstones and geodes at arts and crafts fairs around the Southwest in 1985. This is her third location in Albuquerque. She also is known for her community service, providing free classes to area students, field trips, and extensive recycling company policies.

"We pride ourselves on our knowledgeable customer service, honed over the years in the rocks and minerals business," Randolph said. "At our store, you'll find a universe of mineral treasures and other products – authentic fossils, natural minerals, metal detectors and prospecting supplies, metaphysical supplies, and thousands of different types of beads.

"Coming to Avanyu Plaza was a natural choice for us," she added. "The location, and their support of local businesses is what sold us on moving here."

The new, 5,865-square-foot Mama's Minerals joins the already-open tenants Bureau of Indian Affairs, Laguna Burger, Sixty-Six Acres, Itality Plant Based Foods, Rude Boy Cookies, Domino's, and U.S. Eagle Federal Credit Union. Upcoming openings include La Montañita Food Co-op and the IPMI-owned Rainwater Wellness, according to IPCC President/CEO Mike Canfield.

"We're excited that Mama's Minerals has chosen to join the growing list of businesses and organizations here at Avanyu Plaza, Canfield said. "For years, Mama's Minerals has been known

Acoma
Cochiti
Isleta
Jemez
Laguna
Nambé
Ohkay Owingeh
Picuris
Pojoaque
Sandia
San Felipe
San Ildefonso
Santa Ana
Santa Clara
Santo Domingo
Taos
Tesuque
Zia
Zuni



as the place to get beautiful pieces for the home, as well as jewelry. We're certain those who shop at Avanyu will find her store a fascinating place to visit."

Mama's Minerals physical address will be 2500 12th St NW, Unit F, Suite 2, Albuquerque NM. 87104.

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About the Indian Pueblo Cultural Center:

Founded in 1976 by the 19 Pueblo tribes of New Mexico, the Indian Pueblo Cultural Center is a world-class museum and cultural center located in the historic 19 Pueblos District. The Mission of the IPCC Campus is to serve as a gathering place where Pueblo culture is celebrated through creative and cultural experiences while providing economic opportunities to Pueblo and local communities. Visitors can learn fascinating history, shop for Native jewelry and art, watch a cultural dance, hear Native languages and experience the flavors of traditional and contemporary Native cuisine. To learn more, please visit: www.indianpueblo.org and www.facebook.com/IndianPueblo.

About Indian Pueblos Marketing, Inc.

[Indian Pueblos Marketing, Inc.](http://www.IndianPueblosMarketing.com) (also founded by the 19 Pueblo tribes of New Mexico) includes a variety of commercial enterprises designed to support the Indian Pueblo Cultural Center and provide economic opportunities to the Pueblo and local communities. IPMI is a for-profit umbrella that includes an acclaimed Indigenous restaurant, Indian Pueblo Kitchen; Indian Pueblo Store, a premier Native American arts store and website; 12th Street Tavern, a new neighborhood eatery at Avanyu Plaza; Four Winds convenience store; the largest Starbucks in New Mexico; the top-rated Holiday Inn Express in Albuquerque; TownePlace Suites by Marriott Albuquerque Old Town; Extra Space Storage; and more that support our Pueblo culture and communities.

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