



SACRED WIND COMMUNICATIONS COMMUNITY CONNECT 501(c)(3)

7801 Academy, NE building 2 – Room 202
Albuquerque, NEW MEXICO 87109
Voice: 505-821-6142
FAX 505-821-0226

FOR IMMEDIATE RELEASE

Contact Person:

Janice Badal, Executive Director
Sacred Wind Communications Community Connect, Inc.
7801 Academy, NE, Bldg. 2, Rm202
Albuquerque, NM 87109
Telephone: (505) 821-6142
Fax: (505) 821-0226
jcbadal@swctel.com

Sacred Wind Creates E-Commerce Business Center for Navajo Artists

Albuquerque, NM, August 7, 2007 –Sacred Wind Communications Community Connect, Inc. is opening today a free E-commerce website for members of the Navajo Nation living in the Huerfano Chapter area. The website will showcase Navajo art that will be sold direct to the public and from the Navajo artist. This will save the buyer hundreds of dollars and brings much needed income to the artists themselves.

Sacred Wind has created and has been operating a Computer Training Center at the Huerfano Chapter since February, 2007. The Huerfano Community's interest in the computer center has been huge and the interest in E-commerce developed from the computer center. In July, 2007 SWCCC was awarded a grant by the USDA-RUS to establish an E-Commerce Business Center for artists at the Huerfano Chapter of the Navajo Nation. The purpose of this Business Center is to aid in the development of business strategies and new sales outlets for the Navajo artists.

Typically, artists living on the Navajo Reservation sell their crafts to non-Native wholesalers off the reservation at considerably lower prices than the art is actually worth. The full economic benefit to the artist and to the reservation of this trade is not realized without alternate sales channels.

Sacred Wind plans to have the new artist website www.navajoarts-crafts.com up and running in

Mailing Address: 5901-J Wyoming NE, Box #266, Albuquerque, NM 87109
www.swcccnm.com



SACRED WIND COMMUNICATIONS COMMUNITY CONNECT 501(c)(3)

**7801 Academy, NE building 2 – Room 202
Albuquerque, NEW MEXICO 87109
Voice: 505-821-6142
FAX 505-821-0226**

the next week. The Business Center will post to the website authentic Native crafts – pottery, jewelry, rugs and other textiles that artists from the Huerfano Chapter have brought in to sell. We will manage the site for the Chapter, and the profits from the sales of all items will go to the artists themselves.

Native American art is very popular in the United States, and also now overseas, but many times it is difficult for buyers to discern if the item being purchased over the internet is a real Native made item. By buying items through the navajoarts-crafts.com website, buyers are assured of authentic, quality Navajo art, buying Navajo art at a discounted rate while helping the artists directly.

For more information, you can call the Huerfano Computer Training Center at (505) 716-4837 and speak to the coordinator of the center, Sorraine Hot. Or you can speak with the Executive Director of Sacred Wind Communications Community Connect, Janice Badal at (505) 821-6142.

Sacred Wind Communications Community Connect, Inc. (SWCCC) is a non-profit affiliate of Sacred Wind Communications, Inc. (Sacred Wind) a New Mexico telecommunications company that serves portions of western and northwestern New Mexico, including areas of the Navajo Nation. SWCCC is organized exclusively for charitable and educational purposes for the Navajo people.