



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

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FOR IMMEDIATE RELEASE

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SACRED WIND DEDICATES NAVAJO ECOMMERCE BUSINESS CENTER

Sacred Wind Holds Dedication Ceremony for Ecommerce Business Center at the Huerfano Chapter of the Navajo Nation

Albuquerque, NM - November 21, 2007 – Sacred Wind Communications Community Connect (SWCCC) recently opened a free E-commerce website and business center for members of the Navajo Nation living in and near the Huerfano Chapter. The Business Center opened in early August, 2007 to promote Navajo business strategies and create new outlets for Navajo artists to sell their crafts.

The USDA funded this Center with a Rural Business Enterprise Grant (RBEG) of \$48,240, and ‘matching funds’ furnished by Sacred Wind Communications telecommunications company. The Business Center has posted to its new website (www.navajoarts-crafts.com) authentic Navajo crafts – pottery, jewelry, rugs, and other textiles that Navajo artists from the Huerfano Chapter have brought in to sell. SWCCC manages the website for the Chapter, advertises for artists and for buyer; the profits from the sales of all items go to the artists themselves.

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 is not realized without this alternate sales channel.



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The Dedication Ceremony to celebrate the Huerfano Ecommerce Business Center is slated for Wednesday, November 28th at 11:00 a.m. at the Huerfano Chapter House. Huerfano Chapter President Wilson Ray, Sacred Wind's CEO John Badal, USDA's State Director of Rural Services Ryan Gleason, and many other officials from the Navajo Nation and the public sector will attend. Lunch will be served after the brief ceremony, and all members of the community are welcome.

Additionally, there will be a **Navajo Arts & Craft Fair** at Huerfano from 9:00 a.m. – 4:00 p.m. on November 28th, so that you can see the various arts being sold through our website. The public is welcome to come and shop for early Christmas presents! All proceeds go directly to the Navajo artist.

About Sacred Wind Communications Community Connect, Inc.

Sacred Wind Communications Community Connect, Inc. (SWCCC) is the non-profit 501 ©(3) 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.