



COMMUNICATIONS

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FOR IMMEDIATE RELEASE

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Sacred Wind Distributes Food to Navajo Chapters

Sacred Wind Will Distribute 15,000 Pounds of Food for Navajo Families in Time for Thanksgiving

Albuquerque, NM, November 11, 2009 – Sacred Wind Communications, Inc. (Sacred Wind) through its non-profit organization Sacred Wind Communications Community Connect, will be purchasing from the Roadrunner Food Bank 15,000 pounds of food staples and then distributing them to the 22 Navajo Chapters in its service territory for Thanksgiving meals for families on Navajo lands in New Mexico.

This event is the third annual Thanksgiving food distribution to its Navajo communities that Sacred Wind has coordinated in partnership with the Roadrunner Food Bank and is one of several other food drives and food distributions that Sacred Wind has arranged for Navajo communities during severe winter conditions. Sacred Wind was recently named the winner in a national “Shine a Light” contest, sponsored by American Express and NBC Universal, for its unique way of doing business with, and serving local communities. Out of over 4,000 companies across the country nominated for the award, Sacred Wind was designated “The Most Inspiring Small Business in America.” Its food drives and scholarship programs are part of the reason Sacred Wind was first nominated for the Shine a Light award.

“The nonprofit segment of our business is a critical factor in our success in serving the Navajo people,” said John Badal, the company’s CEO. “We as a people cannot close

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our eyes to the greater needs of the communities we serve. We treat our customers as family and they, in turn, welcome us onto their lands.”

Thanksgiving celebrations held at most Navajo Chapters are important traditions that help to build a sense of community for the Chapters. They are also an opportunity to distribute food, when available, to the neediest on Navajo lands.

“Many of us at Baca/Prewitt Chapter,” said Cecil Lewis, president of the Chapter, look forward to our Thanksgiving celebration. With Sacred Wind’s help, we will be able to feed many more families than ever before.”

The food distribution will take place on Wednesday, November 18th at Sacred Wind’s Albuquerque administrative office. This year Sacred Wind’s employees will sort out meat, vegetables, fruits, and bread for each of its 22 Chapters and have them loaded onto its trailer and a caravan of pickup trucks for delivery onto the reservation.

About Sacred Wind

Sacred Wind Communications, Inc. was founded in 2004, and is the only telecommunications company in the country exclusively dedicated to serve the Navajo people. Its headquarters are located in Yatahey, NM, with three satellite offices – one an operations hub in Bloomfield, a service technicians office and warehouse in Grants, and an administrative office in Albuquerque. Sacred Wind Communications Community Connect is the non-profit 501 ©(3) affiliate of the telecommunications company and is organized exclusively for charitable and educational purposes for the Navajo people.

For more information about the company, see www.sacredwindcommunications.com , and for more information about Sacred Wind’s non-profit, visit us at www.swccnm.com .

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