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## **Sahara Communications Receives Top 100 Regional Minority Business Award**

**Baltimore, Maryland (December 17, 2010) – Sandra L. Harley, President and CEO of Sahara Communications,** recently received the prestigious Top 100 Minority Business® Enterprise Award at an awards ceremony that took place at the Inn and Conference Center at the University of Maryland University College in Adelphi, Maryland. The ceremony acknowledged and paid tribute to outstanding women and minority business owners in Maryland, Virginia, Delaware, Pennsylvania and the District of Columbia.

A panel of distinguished judges chose **Sahara Communications** from more than 5,000 nominations. Selection was based on entrepreneurs who demonstrated outstanding achievement in four key areas: entrepreneurship, client satisfaction, and professional and community contributions. Sponsoring organizations included: The Center for Business Inclusion and Diversity (CBID); the University of Maryland University College (UMUC) Southwest Airlines; HMSHost, PNC Bank, the State of Maryland, and greiBO media.

"I was honored to join with my colleagues to celebrate our collective accomplishments by receiving the prestigious Top 100 Minority Business award," said Ms. Harley. "For more than two decades, **Sahara Communications** has been in the business of meeting and exceeding the communications needs of its clients throughout the State of Maryland, regionally, and nationally. Since 1989, our priority goal has been to establish a solid reputation for quality service that transcends race, gender and class, and to consistently deliver a quality product. The Top 100 award validates our efforts to navigate a small minority/woman-owned company through obstacles all too familiar to women and minority business owners -- and even moreso in an economic downturn. We remain committed to keeping **Sahara Communications** vibrant and solid, while keeping our clients profitable and on-target with their desired goals and objectives."

**Sahara Communications** is a streamlined organization designed to maximize product, promotion and positioning for all clients. Sahara is a strong, dynamic, highly creative organization that is always accessible to the client. At Sahara, fiscal prudence is at the forefront of every client project. Production is always balanced with budgets. Sahara strives to keep costs down to garner a high return on clients' investment.

"**Sahara Communications** represents the best of what our region's minority business community has to offer," said Sharon R. Pinder, CEO of the Center for Business Inclusion and Diversity and founder of the Top 100 MBE® Awards Ceremony. "This award is the culmination of sacrifice, dedication and hard work and will inspire future minority business entrepreneurs to strive for the same level of success."

Visit [www.saharainc.net](http://www.saharainc.net) for more information about **Sahara Communications**.

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