



For Immediate Release

NOMADHOPE.org LAUNCHES TO PROVIDE SUPPORT TO NOMADIC FAMILIES IN NIGER

Manhattan Beach, CA – May 4, 2007 – Sahara Solutions Foundation Inc., a non profit organization founded by Executive Director Keely McGeehan, proudly announces the launch of their new NomadHope.org programs and website. NomadHope.org was designed to bring awareness to the conditions of nomadic and semi-nomadic women, children, and families in the Sahara Desert region of Niger. The new website will facilitate fund raising, hands-on project tours, and event announcements. The launch includes two new programs, one to support the 2007 distribution of “Where There is No Doctor” self-healthcare books and the other to build a Community Center in Ingal, Niger slated for 2008.

NomadHope.org is a non profit organization empowering nomadic women, children, and families in remote areas of Africa. “We are committed to provide nomads with the lifelong gift of learning and the opportunity to sustain their way of life through action oriented, community sustained, culturally sensitive, and technology driven projects”, says Executive Director Keely McGeehan. NomadHope.org believes in promoting self-reliance through locally accountable and micro level projects. NomadHope.org is actively working to improve the lives of the Tuareg and Wodaabe in Niger, each with their own set of challenges. These pastoral nomads work from dawn until dusk tending to their herds, fetching water and firewood, and preparing family meals. Wodaabe women, for example, spend many hours preparing meals of porridge-like millet over an open fire, including grinding the millet by hand using a wooden mortar and pestle. One simple example of how Nomad Hope can help, is to provide a millet-grinding machine that can be used by the entire community.

Our Programs Community Center

NomadHope.org is very excited about our 2008 project to build a Community Center in the small remote village of Ingal in Niger! This will be a prototype for additional centers throughout the nomadic territories of Niger.

Every year a substantial number of nomads converge on the town of Ingal, 70 miles west of Agadez, for a grand get-together called the Cure Salée. It means, literally, 'salt cure', a celebration of the fattening of the cattle after the summer migration. So Ingal is a wonderful choice for our first center. The mayor and community of Ingal are very excited about the proposition of having a center there for computer learning programs, after school programs for children and teens, as well as other solar powered, technology based programs.

It is our hope to create a state of the art facility that can potentially provide a base for many programs in education, micro-business development, and healthcare.
Where There Is No Doctor, book distribution program

In November of 2007, we hope to distribute the Hesperian self-help books, called "Where There Is No Doctor" to small remote villages and to nomadic communities in Niger. These books will provide communities without access to professional medical care, the tools they need to diagnose and treat minor and life threatening healthcare issues.

Hesperian is a non-profit publisher of books and other educational materials that help people take the lead in their own health care. Simply written and heavily illustrated, the books contain a wealth of life-saving information on diagnosing and treating a broad range of health problems. Hesperian works in close collaboration with health workers, grassroots groups, and community organizations around the world to assure that their books and newsletters are practical, accessible, and appropriate across different conditions and cultures.

Nomad Hope will also provide training to at least one person in each community to become the local clinical caregiver.

We are currently seeking donations to purchase and ship the books and to begin Phase I of our Community Center in Ingal. Visit www.NomadHope.org for more information.

About Keely McGeehan

Keely McGeehan, Executive Director and founder of Sahara Solutions Foundation, is a technology consultant and professional project manager with a tremendous love for Niger and its nomadic people. Keely travels to Africa annually, spending time camping with nomadic tribes in the desert regions of Niger, Mali, and Namibia. Her love of the nomads is seen in the photos and portraits she has taken along the way. Many of which are used on the website.

Keely is also the founder and leader of Sahara Management Solutions, Inc., established in 2002. Founded to assist non-profit healthcare organizations implement electronic healthcare records, Sahara Management Solutions is assisting healthcare agencies move toward the President's Health Information Technology Plan and their vision. Keely has over 20 years of experience in software technology and business operations, and is known for her results oriented approach. Sahara services clients in the private, non-profit and government sectors.

Prior to founding Sahara Management Solutions, Keely was a Senior Vice President of Operations at PacketVideo Corporation, Vice President of Broadband Internet and Digital Telephone Services for AT&T Broadband, and held leadership positions with Candle Corporation, Century Communications, and Xerox Corporation.

Keely holds a Bachelor of Science degree in Computer Science and Mathematics, as well as certifications from the USC Marshall School of Business in Advanced Telecommunications Management, and from Smith College in Executive Management.

About McElroy, Inc.

With expertise spanning creative, marketing, technology and business analytics, McElroy is a full-service interactive marketing agency that delivers effective, measurable multi-media campaigns born from expert data analysis and actionable consumer insights.

McElroy's core offerings include interactive, database and relationship marketing services that form a centralized online control point for clients' integrated marketing campaigns.

An award-winning, independently-owned agency that has served clients including Nestlé, Kraft, Heinz, Sara-Lee, Creative Artists Agency, 21st Century Insurance and numerous other well-known brands, McElroy is one of Los Angeles' longest running ad firms and has been a pioneer of numerous marketing innovations over its more than 50-year history. For more information, visit www.mcelroyLA.com.

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