



SEPT. 21, 2009: FOR IMMEDIATE RELEASE

CONTACTS: ROSANNE ORTEGA
NAVIDAD IN THE NEIGHBORHOOD
214-893-4392

Navidad in the Neighborhood Celebrates Children During Awards Luncheon
Honors Five Mentors Who are Committed to Making a Difference

DALLAS, TX (Sept. 21, 2009) – Navidad in the Neighborhood, a non-profit organization who collects books, learning toys and sports equipment year-round for low-income children presents five awards at their 2nd Annual Mentors in the Neighborhood Award's Luncheon on Thur., Sept. 24 at 11:45 am at the Dallas Trade Mart. Dallas Mayor Pro Tem and 2009 Navidad Campaign Chair, Pauline Medrano, hosts the celebration of children served by Navidad which includes Mi Escuelita Pre-School singers and Cesar Chavez Learning Center's acclaimed 5th grade youth poet, Bianca Alonso. Fire Chief, Eddie Burns will be on hand to speak about the importance of mentors and to present the honorees with their awards.

The 2009 award winners are:

Business Mentor – Walmart Optical

A business that enhances the quality of life of the surrounding community through their vision, fair and honest business practices, entrepreneurship in an underserved area, and provides new and relevant services to neighbors.

Non-profit Mentor – Daniel Huerta, City of Dallas, Fair Park Administration

A non-profit leader or organization that demonstrates excellence in leadership and vision, as demonstrated by service to their youth constituency, community impact, quality of contribution to the local community, fulfillment of mission, reputation of the organization and financial viability.

Education Mentor – Avance

An educational institution who believes in the value of enhancing literacy and fitness opportunities for youth under 12 and involves parents, business leaders and staff in creating a strong foundation for families.

### **Youth Community Builder – Connie Hovseth, Gabe Allen Elementary School**

A person who, through the support of an institution, demonstrates value of education for all youth and who provides direction and leadership opportunities for youth to volunteer and have experiences in the "real" world where citizens live and do business.

### **2009 COMMUNITY BUILDER – Texas Instruments Exel**

A corporation, who demonstrates outstanding initiative, inspires others, impacts neighborhood change and has made significant contributions to improve the quality of life within our neighborhoods for 3 years or longer.

In addition, attendees will bid on over 25 silent auction items, such as hotel stays, dinner packages, massage and spa packages, children's book baskets, area theatre performances and sporting event tickets and much more to raise funds to increase the number of children served during the **Fall into Reading** program funded by Mattel and Target and the **Spring into Sports** program funded by Aetna and All Smiles Dental Centers. For sponsorship information, media interviews or photo opportunities call Rosanne Ortega at 214-893-4392.

###

**2009 Navidad Sponsors:** Aetna, All Smiles Dental, Blue Mesa Grill, Carcon Inc., Carol Martinez State Farm, Century 21: All Islands, City of Dallas Fair Park, Coca-Cola North Texas Bottling Co., Comerica Bank, Dallas Market Center, Dallas Margarita Society, Deloitte, DFW Hispanic Bankers Assoc., DJ Global Café, Elrod's, Fannie Mae, First Book, Hispanic Contractors Assoc. of DFW, Keystone Automotive, Logisticorp, Mastercraft, Mattel, Met Life: New England Financial, MGA Flooring, Pizza Patron, Raytheon, Ronald McDonald House Charities, Southwestern Exposition Livestock Show, Strategic Events, Target, Texas Instruments Exel, The Hispanic Circle, The Social List, TXU Energy, U.S. Marines Toys for Tots and Wal-Mart Optical **Media Sponsors:** Al Dia, Latino Leaders Magazine, SI TV, Time Warner Cable & Univision KUVN 23 TV

#### **About Navidad**

**Navidad in the Neighborhood** is a 21 year-old 501(c) 3 nonprofit that overall distributed more than 55,000 gifts changing lives last year, helping families build healthy, well-rounded youth through partnerships with almost 100 local social service agencies, schools, churches and recreation centers in Dallas, Tarrant, Collin, Johnson and Denton counties. Navidad encourages children to read and get active through play by giving away new books through its **Fall into Reading** projects and sports balls through its **Spring into Sports** projects. In addition, elementary students participate during the **Saturday Serve: Youth Community Service Project** annually. It is the only organization in DFW whose sole mission is to collect books, learning toys and sports equipment year-round through the volunteerism of corporations and individuals. For more information on Navidad, visit [www.navidaddfw.org](http://www.navidaddfw.org).



2009 Mentor's In Our Neighborhood Award Luncheon Sponsors