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**ELROD'S KEEPS THE HOLIDAY SPIRIT WARM
GIVES NAVIDAD IN THE NEIGHBORHOOD ADDITIONAL FUNDS**

Customer's open their hearts and their wallets to youth thru annual canister campaign

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DALLAS, TX (Jan 20, 2010) – **Navidad in the Neighborhood** is lucky that despite the tough economic year most families faced, many of their neighbors who shopped for groceries were able to still find a way to open their hearts and their wallets to help make the holidays joyful for needy youth. The local food store chain, **Elrod's and Foodland Cost Plus**, recently presented Navidad with a check for \$19,810 for monies raised during the Annual Customer Holiday Canister Campaign!

Elrod's, a long-term supporter, retains its title of being Navidad's largest cash donor contributing an awesome \$241 thousand dollars throughout the past 12 years.

The customer canister campaign, in its fourth year, helps raise funds to support elementary schools near Elrod's stores becoming new **Navidad** service partners. "John Haley Elementary in Irving's 50 families received 266 gifts this year," shared **Navidad** Executive Director Rosanne Ortega. "We never would have known about their school's need if an Elrod's store employee hadn't nominated the school to participate."

In addition, store managers who know of specific regular "shopper" families that

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anticipate a bleak holiday season are encouraged to nominate them for service too. Each child in the family receives a learning toy and a new book or sports ball as a Christmas gift.

“**Navidad** is thrilled for local children to have such a strong corporate sponsor like Elrod’s whose increased donation allowed us to serve low-income children year round,” said Carol Martinez, one of Navidad’s fundraising co-chairs. “We especially appreciate the fact that Elrod’s stores, spread across DFW, are giving back to the neighborhoods where their customers live and work.”

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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.