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**NAVIDAD IN THE NEIGHBORHOOD CELEBRATES
20 YEARS OF GIVING GIFTS CHANGING LIVES**

Presents Five Mentors in our Neighborhood Awards

DALLAS, TX (Monday, Sept. 15, 2008) – Navidad in the Neighborhood, a non-profit organization who collects books, learning toys and sports equipment year-round for low-income minority families, will celebrate it's 20th anniversary and honor five well-deserving organizations on Sept. 25 at noon at the Dallas Trade Mart.

Navidad program recipients will present an engaging celebration during lunch including a group of 3-5 year-old singers from Mi Escuelita Pre-schools and award winning 10-year-old poet, Richy Tovar, performing his original works. Supporters will enjoy mingling with the children of Navidad and listening as Dallas mentors, Chief David Brown from the police department and Chief Gene Campbell from the fire department present the following awards:

Business Mentor – Elrods

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 – HI-KIDS (Ft. Worth)

A non-profit 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 – Mi Escuelita

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 creating a strong foundation for families.

Youth Community Builder - Scott Mauro and Cesar Chavez Learning Center

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

2008 COMMUNITY BUILDER - TXU ENERGY

A corporation, who has demonstrated 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.

Navidad executive director, Rosanne Ortega, will recognize several surprise honorees that have helped the organization form and operate successfully over the years. In addition, attendees may donate to the Fall into Reading program by buying a variety of Birthday BASH baskets through a silent auction.

"Navidad believes that motivating youth to develop strong reading skills and active lifestyles will improve self-esteem and build the framework for successful lives," said board chair Dave Hennekes.

"We are committed to the communities we serve and are proud to support the efforts of building families, therefore building better neighborhoods."

Lunch event is open to the public, for more information visit www.Navidaddfw.org. For media interviews or photo opportunities call Minerva Rodriguez at 214-632-9035.

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About Navidad

Navidad in the Neighborhood is a 20-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 90 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 38,374 new books through its *Fall into Reading* projects and 8,155 sports balls through its *Spring into Sports* projects. In addition, over 100 elementary students planted 2,000 trees during the *Saturday Serve: Youth Community Service Project*. 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. Visit www.navidaddfw.org for more information about Navidad in the Neighborhood.