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IN KEEPING WITH THE SPIRIT OF THE HOLIDAYS
ELROD'S AWARDS NAVIDAD ADDITIONAL \$14k

Donation from neighborhood store's customer canister campaign

DALLAS, TX (Jan 28, 2008) – Navidad in the Neighborhood is excited to announce that Elrod's Cost Plus Supermarket's Holiday Canister Campaign raised \$14,623 between last Thanksgiving and Christmas for **Navidad's** children literacy and fitness initiatives. This new donation results in Elrod's, a long-term supporter, being the largest cash donor in 2007 of almost \$30 thousand dollars and an astronomical ten-year cash total of over \$202K.

"**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 Carmen Garcia, Navidad immediate past board chair. "We especially appreciate the fact that Elrod's stores, spread across DFW, are giving back to the neighborhoods where their customers live and work." Store manager, John Hennessy, at store #6 in Arlington on Randol Mill Road challenged his cashiers to raise the highest in-store amount at \$3,077!

In its second year, the canister campaign has resulted in elementary schools near Elrod's stores becoming new **Navidad** service partners. "John Haley Elementary in IrvingISD families received 133 gifts," shared **Navidad** Executive Director Rosanne Ortega. "We never would have known about their school's need if an Elrod's store hadn't nominated them to participate."

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Overall **Navidad** distributed 37,000 holiday gifts to predominantly minority children last month. For the first time, Navidad served families in (5) counties: Dallas, Collin, Denton, Tarrant and Johnson through its partnerships with 90 social service agencies, schools, churches and recreation centers. Cities served include Arlington, Burleson, Carrollton, Dallas, Denton, Fort Worth, Garland, Grand Prairie, Irving, Jacksboro, Lewisville, McKinney, Plano, Richardson and Venus.

For interviews call Carmen Garcia at 214-755-6167 or Rosanne Ortega at 214-893-4392 or for more information on **Navidad**, visit www.navidaddfw.org or email rosanneortega@hotmail.com.

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