



**MAY 21, 2008: FOR IMMEDIATE RELEASE**

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**NAVIDAD IN THE NEIGHBORHOOD PLEDGES \$500,000  
WORTH OF BOOKS, LEARNING TOYS AND SPORTS BALLS IN 2008**  
*TXU Energy Donates \$20,000 in continued support for youth literacy and fitness projects*

**DALLAS, TX (May 21, 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 receive \$20,000 from **TXU Energy**, one of its long-standing supporters, **on May 21 at noon in the flag room at Dallas City Hall (1500 Marilla)**. Navidad executive director, Rosanne Ortega, will accept the contribution to kick-off **Navidad's 2008 Gifts Changing Lives! Campaign** to ensure the continued success of ***Fall into Reading, Spring into Sports*** and ***Saturday Serve: Youth Community Service projects***. In addition, attendees will honor **Navidad** sponsors and meet the new campaign chair and Board of Directors. Richy Tovar, award winning 10-year-old poet, a Navidad recipient, will read his poetry while participants enjoy lunch.

Research has confirmed that the critical factor determining whether or not a child becomes a reader is his or her access to reading materials (*First Book National Book Bank*). The need for making the ratio of books to children in middle-income neighborhoods is approximately 13 books per child, the ratio of books in low-income neighborhoods is 1 book per 300 children. Part of **TXU Energy's** charitable contribution will fund the **Fall into Reading** projects which enable **Navidad** to present books to partner agencies and directly to children for ownership to stimulate reading on a day-to-day basis at school and at home.

In addition, recent research from the Women's Sports Foundation, indicates that if a girl does not participate in sports by the age of 10 then there is only a 10 percent chance she will be physically active when she is 25 years old. This timely contribution will allow **Spring into Sports** to distribute

more sports balls to agencies that will encourage children to play sports outdoors and allow youth to own soccer, football, basketball and baseballs at home.

“**TXU Energy** believes that motivating youth to develop strong reading skills and active lifestyles will improve self-esteem and build the framework for successful lives,” said Dave Hennekes, vice president of residential markets. “We are committed to the communities we serve and proud to support the efforts of **Navidad in the Neighborhood.**”

In addition to showcasing **Navidad’s** 2008 project plans; long-time supporters will be recognized and honored. Other than **TXU Energy**, the **U.S. Marine Corps Toys for Tots Program** and **Ronald McDonald House Charities** remain strong partners, also **Elrod’s Cost Plus**, whose grocery store locations collect customer donations as well as provide corporate support. Other major donors include **Texas Instruments Excel** and the **City of Dallas Fair Park** whose warehouse space makes the campaign possible. Launch event is open to the public. For media interviews or photo opportunities call Sophia Stoller at 214-549-4518.

#### **About TXU Energy**

TXU Energy is a market-leading competitive retailer that provides electricity and related services to more than 2.1 million electricity customers in Texas. TXU Energy offers a variety of innovative products and solutions, allowing both its residential and business customers to choose options that best meet their needs, including exceptional customer service, competitively priced electricity service plans, innovative energy efficiency options, renewable energy programs and other electricity-related products and services. Visit [www.txucorp.com](http://www.txucorp.com) for more information about TXU Corp.

#### **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. For more information on Navidad, visit [www.navidaddfw.org](http://www.navidaddfw.org).

