



**APRIL 13, 2009: FOR IMMEDIATE RELEASE**

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**Navidad in the Neighborhood Presents 14 Dallas ISD Schools with 1000 Sports Balls**  
*TXU Energy Donates \$20,000 in continued support for youth literacy and fitness projects*

**DALLAS, TX (April 13, 2009) – 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 Wed., April 15 at 11:45 am in the flag room at Dallas City Hall (1500 Marilla)**. Navidad Campaign Chair, Pauline Medrano, will accept the generous contribution to launch the annual ***Gifts Changing Lives! Campaign*** to ensure the continued success of ***Fall into Reading, Spring into Sports*** and the ***Holiday Gift Project***.

Sports ball donations, new to this year's launch will be awarded to 14 local Dallas ISD elementary schools. Each city council person will present between 75 to 100 footballs, soccer balls, basketballs, baseballs, bats and mitts and jump-ropes to the principals of schools selected in their respective districts. In addition, attendees will enjoy listening to youth poet, LaDontae Moore from Cesar Chavez Learning Center and meet the new Navidad Board of Directors. After the awards, guests will enjoy a light lunch.

Navidad is attacking the local youth obesity problem by providing more opportunities for children to "get out and play" with free sports equipment donated both to schools and directly to children for them to play ball at home. Last year, **Navidad** gave away over 12,000 sports balls and initiated a Family Fitness Fest.

Research from the Women's Sports Foundation, indicates that if a child does not participate in sports by the age of 10 then there is only a 10 percent chance he or she will be physically active when they are 25 years old.

“Energy is TXU’s business and we believe that motivating and encouraging energy in children through free sports balls will allow them to develop active lifestyles 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, **Navidad** will receive the **MetLife Good Business Practices Community Award** from Paul Torres from New England Financial with a check for \$5,000. By showcasing the **Spring into Sports program**, long-term Navidad supporters will be recognized as well, such as **Elrod’s Cost Plus**, whose grocery store locations collect customer donations as well as provide corporate support, the **U.S. Marine Corps Toys for Tots Program** and **Ronald McDonald House Charities; All Smiles Dental Centers and Wal-Mart Optical**, who are signature **Spring into Sports** project sponsors and two new sponsors: **The Margarita Society** and **New England Financial, a MetLife Company**. Launch event is open to the public. For media interviews or photo opportunities call Rosanne Ortega at 214-893-4392.

#### **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 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).

