



# MEDIA ALERT

## 14 Dallas ISD Schools Receive 1000 Sports Balls *Spring into Sports project encourages youth fitness through annual awards*

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P.O. Box 190905  
Dallas, Texas 75219  
[www.navidadDFW.org](http://www.navidadDFW.org)

**DATE:** WEDNESDAY, APRIL 15, 2009

**TIME:** 11:45 AM – 1:00 PM  
Welcome & Poet LaDontae Moore: 11:45 am  
Spring into Sports Awards: Noon (lunch follows)

**WHERE:** Dallas City Hall; Flag Room 6EN  
(1500 Marilla, free parking underground if available)

**WHAT:** Join **Dallas Mayor Tom Leppert, Navidad in the Neighborhood** Campaign Chair **Pauline Medrano** and Dallas City Council members as they present the annual sports equipment donations to local elementary school principals during the **2009 Spring into Sports awards.**

**Schools receiving annual sports equipment donations include: Allen, Bethune, Bonham, Cabell, Casa View, Cuellar, Frank, Gonzalez, Jones, McShan, San Jacinto, Urban Park and Walnut Hill elementary schools.**

Invitees listen to young poet LaDontae Moore and visit with 2009 **Navidad** Board of Directors to learn about successful year-round projects: **Spring into Sports, Fall into Reading** and the **Holiday Gift program.** For over 20 years, **Navidad** has partnered with over 200 local social service agencies, schools, churches and recreation centers in Dallas, Tarrant, Collin, Kaufman and Denton counties.

In addition, **New England Financial, a MetLife Company** and **TXU Energy**, a long-time **Navidad** supporter, will host check presentations to help launch the **2009 Gifts Changing Lives! Campaign.**

**WHY:** "Research has shown that if a youth does not participate in sports by the age of 10, there is only a 10 percent chance he or she will be physically active when they are 25." [www.womenssportsfoundation.org](http://www.womenssportsfoundation.org).

**WHO:** **Navidad in the Neighborhood** is a **501(c) 3** organization in DFW who collects books, learning toys and sports equipment year-round for low-income minority families through the volunteerism of corporations and individuals. To set-up interviews call Rosanne Ortega at 214-893-4392.

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