

FOR IMMEDIATE RELEASE

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Prudential Financial Partners Bring Summer Lunch to Houston's 5th Ward

NEWARK, NJ –Hunger doesn't stop in the summer even though school lunch programs do. That's why, for eleven years in a row, Houston's Prudential Financial associates and corporate partners, Fiesta Mart, Inc. and Daryl Flood Mayflower have teamed up to fill the food gap in Houston's Fifth Ward with the "Lunch: It's in the Bag" initiative.

This year's efforts began weeks ago as employees and associates of the partner companies began to purchase nutritious, non-perishable food and pack individual lunch bags for needy children. Each bag contains a meat item, a 100% fruit drink, peanut butter or cheese crackers, pudding with milk and a fruit cup.

Donations resulted in over 5,300 lunches that were trucked to the Fifth Ward by Daryl Flood Mayflower. Starting early in the morning with the Daryl Flood employee donation on board, the truck picked up boxes of lunches from Prudential's business units' employees and Fiesta Mart, Inc., arriving at Target Hunger by afternoon. Fiesta's maintenance department employees and youth that are assigned to the Texas Youth Commission in the Houston area as part of their community service project, packed Fiesta's 2,000 lunches.

Getting the lunches to the Fifth Ward is only part of the process. Community partner, the Fifth Ward Enrichment Program took over from there. The young men of FWEP, inner-city, at-risk boys ages 12-19 working to become responsible men and productive members of their communities, unpacked the truck and put the boxes into storage. They will distribute the lunches through Fifth Ward community organizations and block by block to hungry children.

The local effort involved associates from Daryl Flood Mayflower, Fiesta Mart, Inc. and from Prudential Financial's various business groups and offices represented in the Houston area including Prudential's Greater Texas Agency, Prudential Group Life, and the Prudential Real Estate Affiliate, Prudential Gary Greene Realtors.

"Our Houston Community Volunteer Council, linking our various Prudential Financial business units in the area, provides a great opportunity for us to impact the community," said Gabriella Morris, Vice President of Community Resources and President of The Prudential Foundation. "Our associates and our corporate community partners volunteer to help strengthen our communities because they care enough to make things better for people in need."

Target Hunger is one Houston's largest organizations that distributes food to families. Target Hunger provides food to anyone who is food insecure. The organization provides a holistic approach to hunger relief. Target Hunger provides the following programs to empower families to become self-sufficient: community gardening, nutrition classes, a year-round youth development program, job training, education and literacy programs, GED, ESL, along with US citizenship classes, self esteem classes and counseling services for families and individuals.

“The Fifth Ward Enrichment Program, Inc. empowers inner city, at-risk boys, ages 12 -19, to become responsible men and productive members of their families and community. FWEP is a community-based, school-housed primary prevention program. Now in its 24th year, FWEP has served more than 2,300 disadvantaged families, 3,800 school-aged youths, and 275 young fathers through six program components and related support services.”

Daryl Flood, Agent for Mayflower Transit. Winner of the Better Business Bureau's Award for excellence, moving thousands of families in and out of Texas each year, making Daryl Flood one of the largest Movers in the Southwest.

In the Houston market since 1972, Fiesta Mart, Inc. is known for its variety of international products. Fiesta serves the communities of Houston, Dallas, Fort Worth and Austin with 50 stores and a workforce of over 6,000 employees.

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