

News Release

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For Immediate Release

May 11, 2010

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**Prudential, Fiesta Mart and Daryl Flood Mayflower partner for
13th Annual - Lunch: It's in the Bag!**

What: Every school year, thousands of less fortunate school children benefit from subsidized lunch programs. In the summer time, these programs are not available and many children go hungry.

Houston-area employees and agents of Prudential Financial and corporate partners, Fiesta Mart, Inc. and Daryl Flood Mayflower, decided to take action for the thirteenth year. They organized a, "**Lunch: It's in the Bag**", food drive to fill lunch bags for children in Houston's Fifth Ward.

Why: Visuals include employees in corporate America joining in partnership with at-risk young men to unload approximately 3,500 lunches off the truck at Target Hunger.

How: Collected at Prudential business units and Fiesta Mart, the non-perishable lunches will be delivered to Target Hunger. The young men of the 5th Ward Enrichment Program and Target Hunger will distribute the lunches to hungry children through Fifth Ward community organizations. Transportation of the lunches is provided by Daryl Flood Mayflower.

When: Wednesday, May 12, 2010 – 4:00 PM

Where: 2814 Quitman, Houston, Texas 77026 (ask for Darcy Todia)

Who: 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 26th 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 Mayflower, winner of the Better Business Bureau's Award for excellence, moves thousands of families in and out of Texas each year, making Daryl Flood one of the largest movers in the Southwest.

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