



## RUIZ 4 KIDS NOW ACCEPTING APPLICATIONS FOR 2010 SCHOLARSHIPS

*Updated criteria and guidelines reflect impact to education system by current economic climate.*

DINUBA, CA: Ruiz 4 Kids is now accepting applications for scholarships based on recently updated criteria and guidelines. The scholarships are available only to high school seniors in the areas where Ruiz Foods has a presence. Recipients will be required to show proof of college enrollment and successful participation prior to receiving their scholarship award. Award amounts will now range from \$1,000 - \$2500 and, as in the past, ethnicity and/or citizenship is not a consideration. The deadline for submitting all applications is March 5, 2010.

Separate from Ruiz 4 Kids' traditional high school senior scholarship program is the Louis F. Ruiz Memorial Scholarship. College students majoring in Food Science are encouraged to apply. Applicants are encouraged to go online to [www.ruiz4kids.org](http://www.ruiz4kids.org) for more information or to complete their application.

"Both Ruiz 4 Kids and Ruiz Foods understand the importance of education and the ramifications the current economic climate can have on the dream of a higher education," said Kim Ruiz Beck, Ruiz 4 Kids Advisor and Chairman, Ruiz Foods. "By offering scholarship opportunities each year we believe we are helping make the dream of a higher education a reality for students throughout our community."

All scholarship dollars are raised through a golf fundraiser called the Louis F. Ruiz Golf Invitational. In 2009, Ruiz 4 Kids awarded \$153,000 in scholarships to 198 high school seniors and college students. Since 1985, Ruiz 4 Kids has awarded over \$890,000 in scholarships.

Ruiz 4 Kids, a non-profit organization formed in conjunction with Ruiz Foods, was founded in 1990 when Ruiz Team members approached Fred Ruiz asking him to help them explore ways to assist families with children in need. Since then, Ruiz 4 Kids has organized two annual fundraising events – a golf invitational to raise monies for scholarships and a casino event to raise monies for area non-profits who are in need to grow their children-focused programs.

Ruiz Foods is a privately owned corporation with corporate offices in Dinuba, CA. Third generation Kim Ruiz Beck, the elder daughter of Chairman Emeritus and Co Founder, Fred Ruiz, is Chairman. Bryce Ruiz, the elder son, is President and CEO.

Ruiz Foods is dedicated to premium quality, authentically prepared frozen foods selling to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The Tornado brand, introduced just 5 years ago, has revolutionized the use of the roller grill in convenience stores with recent retail introduction. The El Monterey® brand is the market leader within the frozen Mexican food category and the #1 Brand of frozen Mexican food in the U.S. Ruiz Foods employs over 2,500 Team Members in three facilities located in the United States. ##

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