

# ♥ RUIZ 4 Kids ♥



## REQUESTS FOR FUNDING BEING ACCEPTED BY RUIZ 4 KIDS

*Grants available to benefit local non-profit children and youth oriented programs.*

DINUBA, CA: Ruiz 4 Kids, a non-profit organization formed in conjunction with Ruiz Foods, is now accepting grant applications from local area non-profits serving Tulare County's children. Organizations must produce a dynamic and innovative program resulting in significant, positive outcomes for children and youth, and be able to fully participate in a unique involvement opportunity. The deadline to submit a grant application is Friday, February 26, 2010 at 5 p.m. A pdf of the grant application can be downloaded from [www.ruiz4kids.org](http://www.ruiz4kids.org). The annual Embracing Children's Dreams Fundraiser is Thursday, October 7 at the Visalia Convention Center.

"Ruiz 4 Kids understands the challenges facing non-profits due to the current economy," said Kim Ruiz Beck, Ruiz 4 Kids Advisor and Chairman, Ruiz Foods. "The demand for services keeps rising, while funding and donations continue to decline. We want to do all we can to have a significant impact in keeping crucial children's services and programs functioning."

The Embracing Children's Dream beneficiaries for 2009 were Boys and Girls Club of the Sequoias, CASA of Tulare County, Family Services of Tulare County and Wish Upon A Star. A total of \$192,833 was distributed to the four organizations. Ruiz 4 Kids has distributed over \$1.5 million in the past 20 years to organizations serving Tulare County's children.

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 fiesta 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 Tornados brand, introduced just 5 years ago, has revolutionized the use of the roller grill in convenience stores and enjoys 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. ##

MEDIA CONTACT: Pat Summers  
Cell: 559.285.1100