

SONRIZA

From the Spanish "SONRISA" meaning SMILE!



Ruiz 4 Kids' E-News Update

June 2010



Ruiz 4 Kids Vice President Steve Vivian awards \$18,000 of scholarships at Dinuba High School. Vivian also serves as R4K's Scholarship Chair.

Ruiz 4 Kids Awards a Record \$181,000 in Scholarships

Year after year, Ruiz 4 Kids keeps breaking their fundraising records. Most recently, by awarding a record-setting \$181,000 in scholarships to high schools seniors continuing their education.

A total of 181 students received the \$1,000 awards in California's Central Valley and in the expanded Grayson County area of Texas.

The success of the Ruiz 4 Kids Scholarship Program is due to the Ruiz Golf Invitational. Each year the event raises funds in order to make the dream of education a reality.

In addition to their awards, the recipients also received over \$150 in free El Monterey and Tornado product coupons.

To view the full list of scholarship recipients, visit www.ruiz4kids.org.

R4K Scholarship pays off

Dear Ruiz 4 Kids,

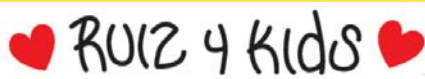
In 2000, our daughter Grace Pineda was awarded a \$1,000 scholarship by Ruiz 4 Kids to start her higher education at the University of San Diego.

On May 15, 2010, Grace received her law degree from the prestigious University of San Diego.

Neither Grace, nor us, her parents will ever forget your generous contribution towards Grace's achievement.

Ruiz 4 Kids truly make a difference in our children's future!

A heartfelt thank you from,
Ana & Jorge Pineda



BOARD of DIRECTORS

Antonio Viramontes
President

Steve Vivian
Vice President

Stephanie Navarro
Secretary

Uver Murillo
Treasurer

Michelle Lopez
Assistant Treasurer

Jennifer Cole
Fidencio Gonzalez
Ross Lehman
Ariel Mendez
Mellena Nichols
Cristi Perkins
Blanca Santana
Jessica Vasquez
Judy Weaver

EXECUTIVE DIRECTOR

Susan Manuel

ASSOCIATES

Urbalina Almeida
Melanie Andrade
Francis Anguiano
Paul Eveland
Martin Gonzalez
Misty McKinstry
Tim Neal
Kathy Topete

ADVISORS

Kim Beck
Tony Caetano
Anita Crotty
Rebeckah Flanagan

Visit us at:
www.ruiz4kids.org

Ruiz 4 Kids supports education by empowering hundreds of students

Ruiz 4 Kids Awards a Record \$181,000 in Scholarships



Ruiz 4 Kids Board Member Uver Murillo (center) poses with scholarship recipients from Orange Cove High School.

In Their Words....

Comments from this Year's Recipients

"I will be able to purchase my books and it will also help me with my tuition fee. My mother has not been working for over 3 years, and I haven't seen my father in over 4. I need all the help I can get, and just to be able to write this letter of appreciation brings me great pleasure. I know now that with your support my dreams may now come true."

*Keith Olivas, Jr.
Sanger High School*

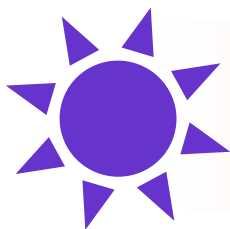


"With this award I feel more comfortable and determined with going off to college because I know I have Ruiz 4 Kids by my side."

*Angelica Zarate
Mt. Whitney High School*

"I will be attending UCLA in the fall as an English major with the intent of continuing on to law school to pursue a career in politics. I will remember your contribution to my education when I am President of the United States."

*Carly Yoshida
El Diamante High School*

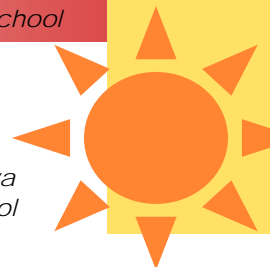


"Being selected to receive this scholarship means a great deal to me. It's more than the monetary amount, but that you believe in my future and me."

*Autumn Encinas
Dinuba High School*

"These funds are inspiring to all Woodlake High recipients. We see your faith in us, and you give us the encouragement and confidence to pursue the goals of our future."

*Rosellia Cordova
Woodlake High School*



Forty Kids to Attend Summer Camp

Applications streamed in for youth and teens anxious to spend a week at Camp Tulequoia. Ruiz 4 Kids has made it possible for 40 kids to attend the YMCA's Camp Tulequoia for a unique experience in the Sierra Nevada mountains. Youth campers will attend June 20-25, while Teen camper will head to the hills on July 25-30.

R4K Denison Rocks Relay For Life

Ruiz 4 Kids Denison was a dynamic fundraising addition to this year's Grayson County Relay For Life, raising a whopping \$2,226 for the American Cancer Society.

The team effectively engaged fellow Ruiz Foods team members, family and friends to meet their goals.

The Ruiz 4 Kids team was composed of Keith Brock, JoEllen Brock, Wendy Cook, Stacey Ball, Misty McKinstry, Tim Neal, Mellena Nichols, and Cristi Perkins. Rebeckah Flanagan served as team captain.

Meet R4K's Newest Associate

Meet Misty McKinstry—Ruiz 4 Kids' newest Associate representing Denison. She's energized and ready to inspire hope and change in children's lives. "I wanted to be a part of R4K because I feel it is important and my duty to give back to the community," said McKinstry. "My hope is to be an inspiration for others." She has been active with the Relay For Life, Star Reading Program, and Bowl For Kids Sake.





This year's Fiesta to benefit four outstanding organizations

Twenty years of embracing children's dreams—for two decades Ruiz 4 Kids has been a driving force in the philanthropic community, raising over \$1,565,000 for organizations serving children. Last year, Ruiz 4 Kids distributed \$192,833 to four organizations.

This year's event has been set for Thursday, October 7th at the Visalia Convention Center from 6-9 p.m..

The event will feature the popular tequila tasting, an abundance of Mexican cuisine, a silent and live auction, Texas Hold 'Em, live music and dancing.

The event raises crucial funds for outstanding community-based organizations serving the critical needs of Central Valley children. Four organizations were chosen as beneficiaries for 2010: Boys & Girls Club of the Sequoias, CASA of Tulare County, Family Services of Tulare County, and Visalia Police Activities League.

The **Boys & Girls Club of the Se-**

a "Working On Our Future" (WOOF) program for students at Dinuba's Sierra Vista High School. The program is designed to boost attendance, increase academic performance, and provide positive alternatives for students.

A returning beneficiary, **CASA of Tulare County** will continue using their funds to increase the effectiveness of the recruitment of volunteers to advocate for the abused and neglected children in Tulare County.

Family Services of Tulare County will focus their monies to prevent and reduce the adverse impact of trauma, abuse, and exposure to violence in kids' homes and community. This is Family Services second year as a beneficiary.

New to the lineup this year is the **Visalia Police Activities League**. They will use their funding to provide after-school prevention programs for at-risk youth in Visalia while allowing youth to build positive relationships with police officers and the community.

Embracing Children's Dreams Fiesta

Thursday, October 7th, Visalia Convention Center

Compadre Program still available through the United Way

As most of you know, the Compadre Program is now administered by the United Way of Tulare County.

Ruiz Foods team members with children who find themselves in a crisis situation can contact the United Way to apply for assistance through the Compadre Program.

When eligible, funds are distributed to those clearly in need due to a verifiable crisis. Verification of the crisis is required along with other documentation.

The Compadre Program can provide short-term financial assistance for those families who meet the criteria and guidelines.

For Compadre Program information, call the United Way at:
559.685.1766

Let them know your are calling about the Compadre Program.



Support R4K with OAKLAND RAIDER ticket orders

The Oakland Raiders is their has again committed to a continued partnership with RUIZ 4 KIDS.

RUIZ 4 KIDS has again been named a beneficiary of the Oakland Raiders. This year \$20 of each home game ticket purchased will benefit Ruiz 4 Kids. Tickets are available from R4K for the upcoming 10 games at prices of \$45 and \$40.

This season includes home matchups with the 49ers, Seahawks, Rams, Texans, Dolphins and Colts—plus Raider rivals—the Chargers, Chiefs and Broncos.

Contact Susan at susanm@ruizfoods.com or at 559.591.5510 X2118. You can also visit www.ruiz4kids.org for more information and an order form.

Unrelenting Rains Fail to Dampen the Spirit of the 2010 Ruiz Invitational

Neither fierce winds nor unrelenting rain could keep the Ruiz Invitational from meeting its goal of raising funds for the Ruiz 4 Kids Scholarship Program. Despite being rained out for the first time in the event's 24-year history, a record-setting \$181,000 was raised.

Over 200 golfers were in attendance, but as soon as they settled into their golf carts for the shotgun start, the sky blackened, the wind picked up, and the rain poured. The drenched golfers returned to the Valley Oaks Clubhouse for a hearty lunch featuring tri-tip provided and prepared by Harris Ranch Beef Company. The event quickly turned from a golf event to a networking mixer.

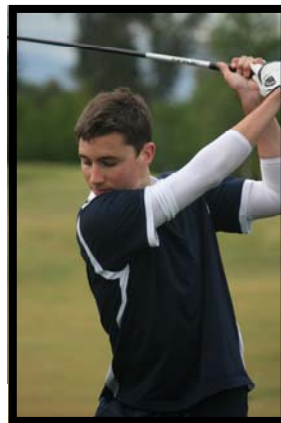
Congratulations to the Visalia Marriott/Visalia Times Delta foursome who braved the downpour and completed their entire 18-holes.

Our thanks to Valley Oaks Golf Course, Dinuba Police Officer's Association, the Redwood High School golfers, Harris Ranch Beef Company, Ed Dena's Auto Center, and the abundance of volunteers.

The date for next year's Ruiz Invitational is set for **Tuesday, April 26th, 2011** at Valley Oaks Golf Course in Visalia. This will be the 25th anniversary of the Ruiz Invitational and promises to be the best ever—with no rain in the forecast—we promise!

Visit www.ruiz4kids.org to view more photos of 2010 Ruiz Invitational.

Photographs by Judy Weaver



Making the Dream of Education a Reality

Without the generosity of our sponsors the Ruiz Invitational would not be able to effectively fuel the Ruiz 4 Kids Scholarship Program. Here's a partial list of the movers and shakers who make the dream of education a reality:

HERMANOS-\$7,500 & Above

Aramark
Bulbstorm
Downs Food Group
Fred & Mitzie Ruiz
Harris Ranch Beef Company
Ruiz Foods

DISTINGUISHED PADRINOS-\$5,000

A.J. Gallagher
Archer Daniels Midland
Baker, Manock & Jensen
Border Foods
ConAgra Mills
Miller Milling Company
Overhill Farms
Revcom Advertising & Design
SAMPCO, Inc.
Securitas Security Services

PADRINOS-\$2,500

Acosta
American Packaging Corp.
Bank of America/Merrill Lynch
CHS
California Custom Welding
Chep Enterprises
Choice Chemical
Custom Food Products
Delta Health Systems
Ed Dena's Auto Center
Ernest Packaging Solutions
Graphic Packaging
Greeley Trading Co.
Kaweah Container
Kerry Ingredients
JBT FoodTech
J.C. Ford Company
Rush Advertising
San Joaquin Chemical
Jones Trucking
New Products Group, Inc.
Olam Americas, Inc.
Pacific Southwest Container
Pro-Tec Coatings, Inc.
Ruiz Flour Tortillas
Schrieber Foods
Scout Specialties
Solbern, LLC
Sterling-Rice Group
Summers Media Group
Sunshine Marketing
The Fresno Bee
Thiel Cheese
Tom & Kim Beck
TradeMarketing, Inc.
Unisource
Valley Rubber & Gasket Co.

Save-the-Date

Tuesday, April 26th, 2011

Celebrating 25 Years of the Ruiz Invitational