



**FOR IMMEDIATE RELEASE:**

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**Associa Launches Nationwide its “Associa Supports Kids” (ASK) Program**  
*ASK: Keeping Kids Safe and Strong*

**DALLAS, Texas – February 17, 2011** – [Associa](#), the leader in community association management, today is launching its new Associa Supports Kids (ASK) program. Associa Supports Kids is a value-add program for Associa community residents, designed to enhance the neighborhood community experience year-round. The program focuses on educating parents, as well as kids, about safety and fitness.

“Thousands of children live and play in Associa-managed communities, and we have an opportunity to make a difference,” said John Carona, President and CEO of Associa. “Through the Associa Supports Kids program, we are helping protect our kids and helping them grow into well-rounded people.”

With the nationwide launch of Associa Supports Kids, Associa is introducing the Supports Kids mascot, Scout. Modeled after a lovable golden retriever, Scout is available to interact with families at neighborhood events, and to emphasize the importance of safety and fitness. In all, Associa Supports Kids demonstrates our company’s firm commitment to safe communities and safe, healthy kids.

**Safety**

At neighborhood events, Scout hands out Safety Tip Coloring books and plush Scout toys to each child in attendance. Parents receive an ASK safety brochure and a ChildPrint identification kit for each of their children.

**Sports and Fitness Sponsorships**

In addition, ASK is focused on keeping kids strong and healthy by promoting physical activity. Studies show that the average American child spends more than 7½ hours a day watching TV or movies, or using phones or video games. Scout wants to lend a helping paw by assisting in kids’ passions to stay strong. To help, we have a kids’ sports and fitness brochure that details how parents may request sponsorships for their children’s sports activities, of up to \$250 annually.

For more information on both the Safety and Sports Sponsorships programs, visit [www.associasupportskids.org](http://www.associasupportskids.org).

**About Associa**

Building successful communities for more than 30 years, Associa is the leader in community association management and serves its clients with local knowledge, national resources and comprehensive expertise. Based in Dallas, Associa and its 8,000 employees operate more than 100 branch offices in the United States and Mexico. To learn more about Associa and its charitable organization, Associa Cares, go to [www.associaonline.com](http://www.associaonline.com) and [www.associacares.com](http://www.associacares.com). Find us on [Facebook](#), follow us on [twitter](#) and watch us on [YouTube](#).