



FOR IMMEDIATE RELEASE

Contact: Carol Piering

Email: cpiering@associaonline.com

Phone: 214-953-3009 x5680

PHOTOS AVAILABLE

**Associa Supports Kids Presents \$5,000 Check to FocusDriven
*Tapping The Breaks on Texting While Driving***

DALLAS, Texas - March 23, 2011 – [Associa](#), the nation’s leading community association management firm, presented a check for \$5,000 at Associa’s 2011 Texas Legislative Days to FocusDriven, the advocacy group for victims of motor vehicle crashes involving drivers using cell phones. The funds were collected through the Associa Supports Kids (ASK) program and its “no texting while driving pledge campaign.”

Associa is passionate about the communities it serves. Through the ASK safety program, the company shares that passion by educating parents and their children about safety in and around the home and on the streets of its neighborhoods where children play, ride their bikes and walk to and from school.

When launching ASK in late 2010, FocusDriven was an obvious choice as an initial partner to help drive home the importance of safe driving. In conjunction with various neighborhood events, Associa promised to donate \$1.00 to FocusDriven for each “no texting while driving” pledge it received between October 4th and November 17th, 2010.

“Associa is going the extra mile for their communities with this program and donation,” said Jennifer Smith, President and Founder of FocusDriven. “It’s imperative for drivers of all ages to recognize the drastic impact of cell phone use when driving, so that everyone may stay safe.”

On hand to help Associa present the check was Senator Judith Zaffirini. Senator Zaffirini is the second-highest ranking Texas state senator and serves as Chair of the Senate Higher Education Committee. She has been recognized and honored repeatedly for championing not only education and health and human services issues in general, but also children’s and family issues.

“It was a true pleasure for me to help Associa present these funds to FocusDriven,” said Senator Zaffirini. “My priorities during this legislative session include passing my Senate Bill 46, which prohibits texting while driving, and I fully support Associa’s and FocusDriven’s efforts to increase awareness about the dangers of texting while driving.”

According to the FocusDriven website, car accidents are the No. 1 killer of children from ages 1 to 14. In two different studies conducted in recent years, it was concluded that drivers who use cell phones in cars are four times more likely to be involved in a crash.

“Associa Supports Kids is thrilled to present FocusDriven with this \$5,000 check,” said Carol Piering, Associa Vice President. “We hope that these funds will assist in the efforts to help educate legislators, voters, parents and drivers of all ages, about the importance of not texting while driving.”

ABOUT ASSOCIA SUPPORTS KIDS:

Associa Supports Kids is a value-add program for Associa community residents, designed to enhance the neighborhood community experience. The program focuses on educating parents and kids about safety and fitness. At neighborhood events, Scout, the ASK mascot, 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. In addition, ASK is focused on keeping kids strong and healthy by promoting physical activity through sports sponsorships. For more information on both the Safety and Sports Sponsorships programs, visit www.associasupportskids.org.

ABOUT ASSOCIA:

Building successful communities for more than 30 years, Associa is the nation's leading community association management firm 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 and www.associacares.com. Find us on [Facebook](#), follow us on [twitter](#) and watch us on [YouTube](#).

###