

CONTACT:

Contact: Carol Piering

Phone: (214) 953-3009 x5680

Email: cpiering@associaonline.com**MEDIA ALERT****ASSOCIA TO LAUNCH ASSOCIA SUPPORTS KIDS (ASK)**

*Houston Neighborhood to be the First to Sign No Cell-Phone Use While Driving Challenge
Benefiting Focus Driven*

WHEN: Wednesday, October 20, 2010

TIME: 6 p.m. to 7 p.m.

WHERE: Cabot Cove
3601 Mahejan
Pearland, TX 77584
[Directions](#)

WHO: Cabot Cove neighbors and their children are invited for a night full of great food, fun and safety tips. Kids will meet the Associa Supports Kid's mascot, "Scout," and receive a stuffed "Scout" toy and Associa Supports Kids coloring books full of safety tips. Parents will receive complete children's ID kits and safety tips brochures.

DETAILS:

Associa, the leader in community association management will unveil Associa Supports Kids. ASK is a program designed to support children as they grow into well-rounded people by educating parents and children about safety and encouraging fitness by sponsoring youth sports activities. In attendance at the event will be "Scout," the official Associa Supports Kids mascot, and parents and children will learn about Scout's role and how he will travel around the country to share stories and safety facts with families.

Additionally, Associa will be announcing a new neighborhood pledge drive, where Falcon Ranch residents will be asked to sign a pledge and commit to no cell-phone use while driving. The pledge will also be available online to those outside Associa neighborhoods, on Associa's Facebook page. For each pledge signature or "like" on Associa's Facebook page, Associa will donate \$1—*up to \$250,000*—to Focus Driven—an advocacy group for victims of motor vehicle crashes involving drivers using cell phones. With every new "like" on Associa's Facebook page, the company is asking that parents, grandparents and drivers of all ages post their kid's safety tips to be used in future Associa Supports Kids materials.

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. 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](#) or follow us on [twitter](#).