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Associa Launches New Supports Kids Program in Texas; Partners with Focus Driven to Keep Neighborhood Streets Safe

DALLAS (October 4, 2010) – [Associa](#), the leader in community association management, today is launching its new Associa Supports Kids program, and announces a strategic partnership with Focus Driven.

Rolling out across the state this month in Texas, Associa Supports Kids is a comprehensive 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. The company has plans to launch Associa Supports Kids nationwide in 2011.

Associa Supports Kids is a value-add program for Associa community residents, designed to enhance the neighborhood community experience year-round. For more than 30 years, Associa has managed communities, and a passion for creating an endearing neighborhood environment sparked the development of Associa Supports Kids.

“Thousands of children live and play in Associa-managed communities in the United States. Through the Associa Supports Kids program, we will educate our employees and the families that call the communities we manage home about child injury risks and prevention...helping protect our kids, keep them out of harm’s way and help them grow into well-rounded adults” said John Carona, president and CEO, Associa.

With the launch of Associa Supports Kids, Associa is introducing the Supports Kids mascot, Scout. Scout, modeled after a lovable golden retriever, will help emphasize to kids that safety should be a child’s best friend. As part of this launch, neighborhood events are being held in five neighborhoods across the state:

Dallas-Fort Worth: October 5, River Oaks, a PMG North Texas-managed neighborhood in Denton

<http://www.principal-mgmt.com/>

San Antonio: October 12, Redbird Ranch, a ProComm-managed neighborhood

<http://www.procomm-mgmt.com/>

Austin: October 14, Silverado West, an Alliance-managed neighborhood in Cedar Park

<http://www.allianceonline.net/>

Houston (two events): October 19, Falcon Ranch, a PMG-Houston managed neighborhood in Katy

<http://www.pmghouston.com/>

October 20, Cabot Cove, a HouComm-managed property in Pearland

<http://www.houcomm.com/>

At each event, Scout will be on hand to pass out safety tip coloring books and plush “Scout” toy animals to each child in attendance, and Associa executives will be on hand to introduce the Supports Kids program to the neighborhoods. Parents will receive a safety tip brochure and ChildPrint identification kits for each child.

As part of their commitment to engendering safe communities, Associa has partnered with Focus Driven, an organization committed to preventing injuries and saving lives by eliminating cell phone use while driving.

With Focus Driven, Associa has created a pledge for neighbors to sign. *For each neighbor that commits to drive cell-free—no talking, texting or emailing— and for every Facebook page “like” on Associa’s Facebook page from October 4 – November 17, the company will pledge \$1 to Focus Driven, up to \$250,000. Go to www.facebook.com/associa to participate in this pledge.*

“This is a significant partnership for Focus Driven,” said Jennifer Smith, president and founding board member of Focus Driven. “Associa is really going the extra mile for their communities. It’s important to remember the safety basics, and it’s imperative for drivers of all ages to recognize the drastic impact of cell phone use when driving, so that everyone can stay safe.”

Residents at each neighborhood function will have the opportunity to sign the Focus Driven pledge, and parents and kids will be provided with adult- and child-oriented safety tips, applicable year-round, for both in and out of the home.

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 and www.associacares.com. Find us on [Facebook](#), follow us on [twitter](#) and watch us on [YouTube](#).