

FIESTA MART, INC.

- Founded in 1972
- 61 Stores in Texas
- Serving Houston, Dallas, Austin and Ft. Worth



FIESTA'S COMMITMENT

- First 12 stores located in underserved communities
- Loyal customer base
- History of community involvement



FIESTA'S INVOLVEMENT

- Scheduled store event
- In-store announcements during event
- Bag stuffers during week of event
- Insert in weekly circular
- Circulation of 1 million flyers weekly



Promotional Spots

Do Your Children Have Health Insurance ?

¿ Tienen sus Niños Seguro Médico ?

Apply for **CHIP** or Children's Medicaid at Participating Fiesta
Solicite CHIP o Medicaid para Niños en participantes Fiesta

When and Where ? : • ¿ Cuando y Donde ? :

Saturday, Sep. 8, 2007 • 10:00 am. - 2:00 pm

- 1020 Quitman
- 2300 N. Shepherd
- 800 S. Wayside
- 1603 Spencer Hwy.
- 1175 Edgebrook
- 12201 East Fwy.
- 6200 Bellaire
- 10401 Jensen
- 12355 Main St.
- 9419 Mesa Rd.
- 3803 Dunlavy
- 11006 Airline
- 4111 Airline
- 5800 Lyons
- 14315 Bellaire
- 1005 Blalock
- 8320 FM 1960

DO YOUR CHILDREN HAVE HEALTH INSURANCE ?

¿ TIENEN SUS HIJOS SEGURO MÉDICO ?

APPLY FOR **CHIP** OR CHILDREN'S MEDICAID

SOLICITE **CHIP** O MEDICAID PARA NIÑOS

SATURDAY, MARCH 5, 2011 • 10:00 AM. - 2:00 PM

AT THE FOLLOWING **FIESTA** STORES - EN LAS SIGUIENTES TIENDAS **FIESTA**
2940S. FIRST ST, GARLAND 75041

CHILDREN MUST BE U.S. CITIZENS OR LEGAL PERMANENT RESIDENTS
LOS NIÑOS TIENEN QUE SER CUIDADANOS O RESIDENTES LEGALES
DE LOS EE.UU. DE AMERICA



DO YOUR CHILDREN HAVE HEALTH INSURANCE ?

¿ TIENEN SUS HIJOS SEGURO MÉDICO ?

APPLY FOR **CHIP** OR CHILDREN'S MEDICAID

SOLICITE **CHIP** O MEDICAID PARA NIÑOS

SATURDAY, MAY 3, 2008 • 10:00 AM. - 3:00 PM

AT THE FOLLOWING **FIESTA** STORES - EN LAS SIGUIENTES TIENDAS **FIESTA**
800 S. WAYSIDE • 6200 BELLAIRE
12355 MAIN ST. • 4711 AIRLINE

CHILDREN MUST BE U.S. CITIZENS OR LEGAL PERMANENT RESIDENTS
LOS NIÑOS TIENEN QUE SER CUIDADANOS O RESIDENTES LEGALES
DE LOS EE.UU. DE AMERICA



Children's Defense Fund

Promotional Flyers



**WANTS YOUR CHILDREN TO
HAVE HEALTH INSURANCE!**

If your child is uninsured, they may qualify for health coverage through **CHIP** or **Children's Medicaid** – 2 **affordable** insurance programs that help millions of kids to see the doctor. If you or your teen is pregnant, you may also qualify for basic prenatal care under the **CHIP Perinatal** program.

**Apply for CHIP or Children's Medicaid
Every 4th Saturday, from 10:00am–3:00pm**

At participating 

North Region
4711 Airline

Central Region
5600 Mykawa

South Region
12355 Main

West Region
6200 Bellaire

East Region
800 S. Wayside

BENEFITS INCLUDE:

- Regular check-ups, doctor visits
- Immunizations, X-rays & Labs
- Dental visits, cleaning & fillings
- Prescriptions
- Eye exams & glasses
- Hospitalization & Specialty Care

WHAT TO BRING:

- Copy of Child's Birth Certificate & Social Security Number
- Copy of a recent paycheck stub OR income tax form
- Copy of child care expenses (if applicable)
- Copy of child support income received (if applicable)
- To verify cash income: a dated, signed letter from your employer may be used. Letters must include your name, the amount you are paid, how often you are paid and contact info for the employer.

Application assistance provided by:

Children's Defense Fund's

100% CAMPAIGN

A partnership with HISD and Houston hospitals to link every uninsured child with affordable health coverage

For questions call (713) 664 4080 or visit www.cdf-texas.org



**QUISIERA QUE SUS NIÑOS
TENGAN SEGURO MÉDICO**

Si no tienes seguro médico para sus niños, podría calificar por seguridad por medio del **CHIP** o **MEDICAID PARA NIÑOS** – 2 programas económicos que ayudan a millones a niños ir al médico y crecer sanos. **Si estas o tu adolescente esta embarazada**, puedes aplicar por cobertura prenatal tambien.

**Solicite CHIP o Children's Medicaid
Cada Cuarto Sábado del Més, 10:00am-3:00pm**

En los siguientes 

North Region
4711 Airline

Central Region
5600 Mykawa

South Region
12355 Main

West Region
6200 Bellaire

East Region
800 S. Wayside

BENEFICIOS INCLUIDOS:

- Exámenes Regulares y Visitas al Doctor
- Vacunas, Rayos-x, y Laboratorios
- Dental, limpiezas y empastes
- Recetas Médicas
- Exámenes de la vista y anteojos
- Hospitalización y Cuidado de Especialista

PARA APLICAR TRAIGA:

- Copia del Acta de Nacimiento o la tarjeta de residencia permanente del niño
- Número de Seguro Social del Niño
- Copia de talón de cheque reciente del empleo O formulario de impuestos
- Copia de recibos de costos de cuidado infantil (si se aplica)
- Si le pagan en efectivo: puede usar una carta de su empleador incluyendo cuanto gana, con que frecuencia le pagan, cuanto lleva en el trabajo, la firma, fecha y numero de teléfono del empleador.

Ayuda de inscripción provenido por:

Children's Defense Fund's

100% CAMPAIGN

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Para preguntas, favor de llamar a (713) 664 4080 o visite www.cdf-texas.org