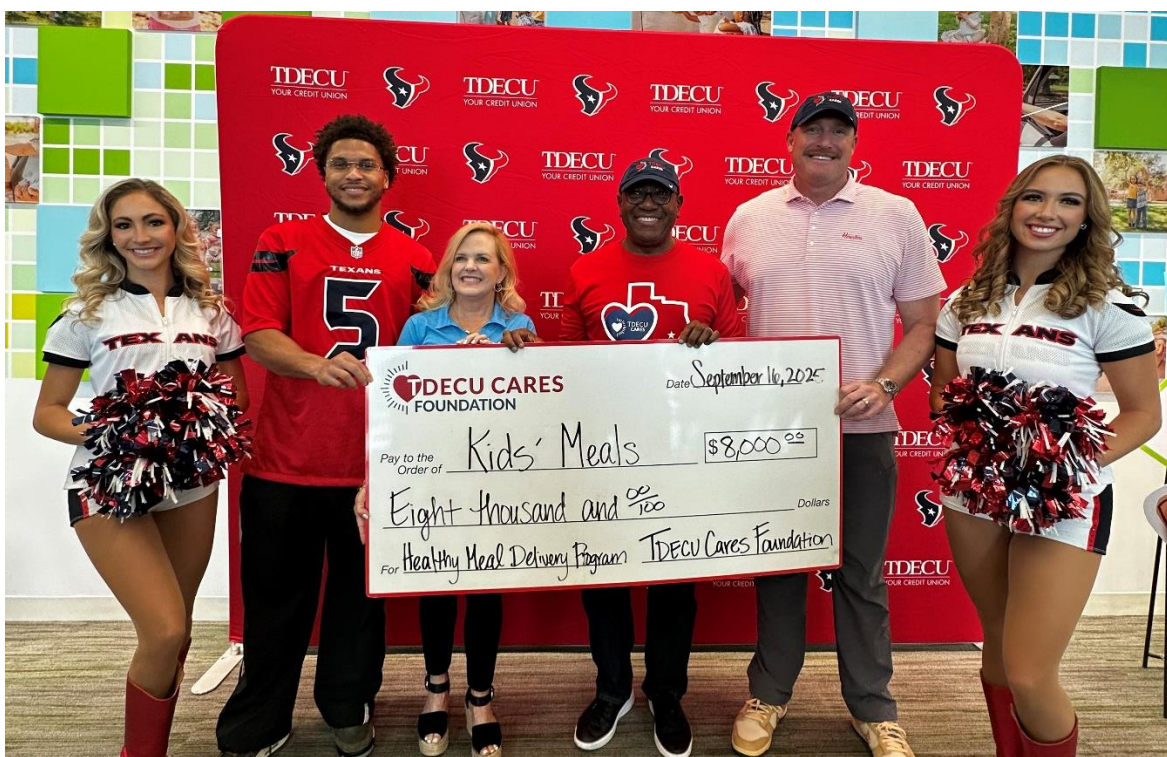


Press Release
September 19, 2025



TDECU and Houston Texans Team Up To Fight Childhood Hunger

Kids' Meals named beneficiary for 2025 Red Zone Sponsorship



Pictured (L to R): Texans Cheerleader, Texans Safety Jalen Pitre, Kids' Meals CEO Beth Braniff Harp, TDECU President and CEO Isaac Johnson, TDECU Chief Growth Officer Josh Brian, Texans Cheerleader

TDECU and the Houston Texans are teaming up with Kids' Meals to fight child hunger.

As the official Red Zone sponsor of the Texans, TDECU donates \$300 every time the team's offense enters the "red zone," the area between the 20-yard line and the goal line. Each donation helps Kids' Meals provide 150 nutritious lunches to preschool-aged children in need.

Kids' Meals is a nonprofit organization that delivers more than 9,000 free, healthy meals to preschool-aged children across Houston every weekday. TDECU President and CEO Isaac Johnson says Kids' Meals is the perfect beneficiary for this year's Red Zone program.

"Part of our giving strategy is focused on addressing critical needs, like food insecurity, and Kids' Meals is doing life-changing work in that space," said Johnson. "Our TDECU Cares Foundation has partnered directly with Kids' Meals for the past several years, and this new opportunity allows us to take that relationship to the next level."

Kids' Meals CEO Beth Braniff Harp echoed the impact of the partnership.

"The TDECU Red Zone partnership demonstrates the incredible impact that's possible when organizations partner to end childhood hunger," said Harp. "This event highlights how, together, we can deliver more nutritious meals and hope to children across Greater Houston. We are deeply grateful for TDECU's commitment to our mission and the families we serve."

A high-energy kickoff celebration was held at Kids' Meals headquarters this week. The TDECU Cares Foundation presented a donation of \$8,000 to the nonprofit agency. Texans Safety Jalen Pitre was joined by team mascot Toro, several cheerleaders, and more than 90 volunteers from TDECU as they prepared the meals. Petri is a Houston-area native who knows the big impact programs like this can have.



“We’re proud to partner with our friends at TDECU to support Kids’ Meals this season,” said Brian George, Houston Texans Senior Vice President of Partnerships and Luxe. “We share a strong commitment to H-Town and we’re looking forward to supporting children and families in our community through this partnership.”

This is the 4th year for TDECU to serve as the Houston Texans Red Zone sponsor. Last season the program raised more than \$24,000 to support KIPP Sunnyside.

“This is one of our favorite sponsorships,” said Crystal Harris, Executive Director of the TDECU Cares Foundation. “It’s a win-win for our community—we get to cheer for the Texans on the field, and celebrate knowing that every score helps provide meals for children who need them most.”

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