

Press Release
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TDECU and Houston Texans kick off another season of Red Zone partnership supporting Kids' Meals



Representatives of TDECU, the Houston Texans and Kids' Meals pose with Texans Cheerleaders, TORO and the Kids' Meals mascot following the announcement of the TDECU Red Zone campaign Sept. 15, 2026, at Kids' Meals in Houston. Through the partnership, TDECU will support Kids' Meals' mission to provide free meals to preschool-aged children facing food insecurity.

Photo courtesy: TDECU

TDECU, the official Red Zone sponsor of the Houston Texans, kicked off the sixth season of its fan-favorite community partnership on Sept. 15, 2026. For the second consecutive year, TDECU will donate \$300 to Kids' Meals every time the Texans reach the Red Zone during the 2026 NFL season. That's enough to provide meals to 150 children facing food insecurity across the Houston area.

Last season, the Red Zone program generated more than \$21,000 for Kids' Meals. In addition to financial support, TDECU employees have decorated more than 1,442 meal bags and contributed more than 490 volunteer hours since the partnership began supporting the organization.

"At TDECU, supporting our communities is at the heart of everything we do," said Laura Whitley, senior vice president of marketing and brand for TDECU. "This program brings together three organizations that care deeply about Houston, and creates an opportunity to turn the excitement of the football season into meaningful impact for local families. We're proud to continue building on this partnership and grateful to our Members, employees and fans who help make that impact possible."

"The Texans are proud to partner with organizations that share our commitment to serving Houston. Partnerships like the TDECU Red Zone program help us connect the excitement of game day with causes that matter to our fans and our community. It's a great example of how corporate partnerships can create a positive impact far beyond the football field," said Texans Chief Revenue Officer Scott Shepherd.

As the only home-delivered meal program for preschool-aged children in the Houston area, Kids' Meals relies on community partnerships to help meet the growing need for food assistance among local families.

"This year marks 20 years of Kids' Meals serving Houston children and families, and we've learned that it takes a community working together to fight childhood hunger," said Kids' Meals board Vice Chair Rosalinda Martinez. "Partners like TDECU and the Houston Texans directly impact our mission by helping provide food to children who need it most. We're grateful not only for their financial support, but also for the volunteers and advocates who continue to champion our mission."

Following the announcement, volunteers from TDECU and the Houston Texans organization rolled up their sleeves alongside the team at Kids' Meals to prepare and pack meals for nearly 200 children. The volunteer effort reflected the spirit of the partnership, bringing together business, sports and nonprofit leaders to make a tangible difference for Houston families.



*Photo caption: TDECU Volunteers teaming up to turn every Texans Red Zone Trip into meals for Houston children at Kids' Meals.
Photo courtesy: TDECU*



*Photo caption: Volunteers from TDECU prepare sandwiches for Kids' Meals to feed Houston children during the TDECU Red Zone Kickoff event with the Houston Texans.
Photo courtesy: TDECU*



Photo caption: Jennifer Cunningham, Senior Manager of Member Experience at TDECU, displays a lunch bag she decorated during the TDECU Red Zone Kickoff event with the Houston Texans, supporting local children and families.

Photo courtesy: TDECU

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