



Media Advisory

Coast Packing Co. to Support Para Los Niños' Felices Fiestas 2015,
Offers Donation to Volunteers via Customer La Indiana Tamales

***Leading Supplier of Animal Fat Shortenings on Hand
During Dec. 19 Event at Para Los Niños Middle School***

VERNON, Calif. (Dec. 16, 2015) – [Coast Packing Company](#) – the largest producer of animal fat shortenings in the Western U.S. and home of popular VIVA® brand lard – will be out in force during Para Los Niños' Felices Fiestas 2015, set for Saturday, Dec. 19 from noon to 3:30 p.m. at Para Los Niños Middle School, 835 Stanford Ave., in Los Angeles. The annual holiday celebration draws some 1,200 parents and children, and benefits the constituents and patrons of the Para Los Niños Family Services and Mental Health departments.

Felices Fiestas 2015 will bring together corporate donors and their employees, the community, students and families of Para Los Niños for a family festival that raises funds and engages everyone in fun activities that illustrate the organization's work and strengthen bonds among all involved. Those on hand will enjoy lunch to the sounds of a mariachi band, folkloric dancers and a DJ.

Para Los Niños is a nonprofit organization that has worked for more than 30 years to create academic success and social well-being for children. Through early education centers, charter schools, and wellness centers, the organization offers high-quality education integrated with family supports, mental health services, and community engagement opportunities to thousands of children living in at-risk neighborhoods in Los Angeles County.

For Felices Fiestas, Coast will make an in-kind donation of tamales to all event volunteers. Providing the holiday fare will be La Indiana Tamales of East L.A., official tamale supplier to the event and a longtime VIVA customer. VIVA lard is a mainstay in carnitas, chicharrones, tamales, tortillas and tortilla chips, and much more.

Those on hand at the event will line up for freshly-made tamales from La Indiana, lovingly prepared with VIVA lard. How good are La Indiana tamales? Just listen to Daniel A., on

Yelp: “I always win bets with clients and friends who say they make the best homemade tamales. When I bring the goods from La Indiana, the contest is over before it even starts.”

Or as Coast CEO Eric Gustafson said, “Christmas time without tamales with lard would be like Thanksgiving without turkey. Unthinkable!”

About Para Los Niños

Founded in 1980, Para Los Niños is a nonprofit organization dedicated to the academic success and social wellbeing of children. Our mission is to help children and families succeed in school and in life. With ten early education centers and three charter schools serving low-income children (ages 6 months to 14 years), we place education at the core of our mission to break the cycle of poverty and close the achievement gap for our students. We provide a comprehensive educational model that incorporates: high-quality education, family support and mental health services, and parent engagement and community skill-building opportunities. Para Los Niños serves 7,500 children, youth and their families throughout Los Angeles each year.

About Coast Packing Company

Coast Packing Company (www.coastpacking.com), a closely held corporation, is the number one supplier of animal fat shortenings – particularly lard and beef tallow -- in the Western United States. The company sells to major manufacturers, distributors, retailers, smaller food service operations, leading bakeries and lesser concerns. The company participates actively in various ethnic markets – from Hispanic retail chains, with its VIVA brand, to various Asian specialty markets. Based in Vernon, Calif., Coast Packing Company is regional, national and, increasingly, global. In some cases, supplier relationships are multigenerational, extending back 50 years and more.

For more information about Coast Packing Company, visit: www.coastpacking.com. Follow us via social media on Facebook at www.facebook.com/coastpackingco, Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest www.pinterest.com/coastpackingco.

Media contact:

Ken Greenberg
Edge Communications, Inc.
ken@edgecommunicationsinc.com
323/469-3397