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iYo Quiero! supports high school programs and activities across Texas

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[¡Yo Quiero!](#) and [Dave Campbell's Texas Football](#) spent this fall football season honoring selected Texas high school team moms with their 2023 Team Mom Appreciation Awards. The award process and program to support Texas teams spanned multiple weeks and included concessions support, product donation and fiscal contributions totaling more than \$11,000 to more than 10 communities across Texas.

“We know whole-heartedly that team moms consistently go above and beyond to support their teams,” said Tara Murray, vice president of marketing for ¡Yo Quiero!, the family-owned Texas-based company that produces and sells high-quality and great-tasting dips, salsas, quesos and guacamole nationwide.

As part of the 2023 season-long program, 11 moms and schools across Texas were recognized.

“Each selected Team Mom who had a positive impact on their community was presented with an award and a \$500 donation back to their school during the iconic Friday Night Lights,” said Murray. “We were also able to contribute quality products to the schools that helped bolster concessions, team meals, and morale through the goodness of guacamole!”

Murray said, “We are committed to the communities we serve and hope to enhance the charitable efforts and spirited occasions that are woven throughout these communities year-round. As a young (and rapidly growing) company, we feel drawn first and foremost to the universal focus on health and wellness that sports and youth engagement support. Our ability to provide not only funds as a form of social responsibility, but also better-for-you foods in the culinary context of wellness, is something that our company will continue as we grow nationwide.”

Earlier in the year, Dallas Cowboys Player [DeMarcus Lawrence](#) and his wife Sasha, Team Mom for their son’s football team, supported the Yo Quiero’s program with Dave Campbell Texas Football via [social media videos](#), where they shared their personal experience with Team Moms and why they were excited to partner with the organizations to support the [2023 Team Mom Appreciation Awards](#).

“Now that the season has ended, we invite fans to [vote at texasfootball.com to help name the Team Mom of the Year](#),” said Murray.

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