



M Crowd Restaurant Group Launches Mi Familia Foundation

Iconic Tex-Mex Brand Creates Unique Fund to Support Employees and Families

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DALLAS (September 14, 2022) – In recognition of Hispanic Heritage Month, M Crowd Restaurant Group is proud to announce the formal launch of the Mi Familia Foundation and its subsidiary, the incredibly unique Familia Fund. A 501(c)(3) created to support restaurant employees and their families while building and investing in a positive future, the Familia Fund will provide short-term assistance to team members facing unforeseen financial challenges caused by a medical and other unexpected crises.

For Mi Cocina, the four weeks between September 15 and October 15 offer an ideal window to celebrate a staff that is 79% Hispanic. From helping employees cover college tuition costs to assisting families with funeral expenses, medical bills, and auto repairs, the Mi Familia Foundation is diverse in its applications, but specific in its focus.

“In our restaurants, we are a family first,” says Edgar Guevara, President and CEO of parent company M Crowd Restaurant Group. “Our employees sit beside us at one big dinner table — that’s our philosophy and it always has been. Launching this foundation mirrors our cultural commitment to family within our business model.”

The Mi Cocina family currently employs more than 1,600 people, and holds three decades worth of ties to communities across North Texas. Guevara has seen the company expand from humble beginnings, and recognized this opportunity to support the staff that helped the brand reach its current iconic status.

Jose Mendoza is a perfect example of this investment. He’s worked at Mi Cocina’s Preston Forest location for more than a decade. When an apartment fire ravaged his home, the Familia Fund chipped in to help replace clothing and household necessities.

“Mi Cocina has always been there for me and my family,” Jose says. “After the fire, I felt lost. But the restaurant showed up for me when we needed it the most. When they say we’re like a family, it’s not just words.”

The Mi Familia Foundation Board will feature M Crowd employees at each position, and the financial contributions will be funded by community events central to the group’s mission. The second annual “Mambo Miles” event in July raised \$30,000, a record-setting figure that helped further bolster the Familia Fund. Current Mi Cocina employees will also be given the opportunity to contribute to the fund directly from their paychecks, a gesture of support synonymous with the spirit of the Mi Familia Foundation.

“These are my people, and in so many ways this Hispanic Heritage Month celebration reminds us of where we’ve been, and how far we’ve come,” says Guevara. “A handful of our plates are named after our employees, and most of our servers and cooks have been with the company for years. A lot of the managers have risen up the operations ladder. Having them here while we launch this foundation is in many ways a full circle moment.”

For more information about Mi Familia Foundation please visit:

www.mcrowd.com/about/mi-familia-foundation

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About Mi Cocina

Dallas-based Mi Cocina has served authentic Tex-Mex cuisine, memorable experiences, and the award-winning signature Mambo Taxi margaritas for over 30 years. Owned and operated by M Crowd Restaurant Group, Mi Cocina proudly boasts 22 locations across Texas and Oklahoma, plus food trucks catering to the Dallas-Fort Worth area. For more information, go to micocina.com or connect on Facebook and Instagram @MiCocina.

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