



MEDIA CONTACT: Sharon Adams
972-773-9289 (o)/ AdamsComm1@aol.com

RAINBOW DAYS CONTACT: Kelly Wierzbinski
214.850.7927(m) kellyw@rainbowdays.org

Rainbow Days' 25th Annual Back to School Celebration
Provides 750 Dallas-Area Homeless Children with New Backpacks and Uniforms

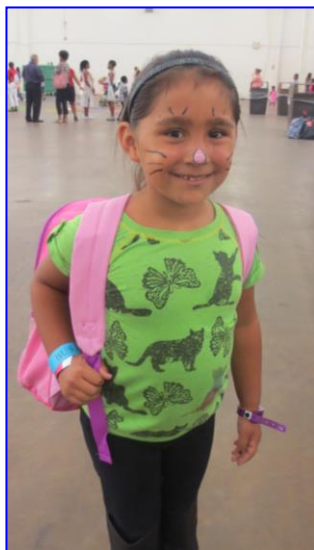
DALLAS, TX – [August 16, 2016] –Rainbow Days will host its 25th Annual Back-to-School Celebration on **Wednesday, August 17, 2016 from 1:00 to 3:00 PM at Dallas Market Center – North Hall** (located at 2200 N. Stemmons Freeway in Dallas).

Through community partnerships and donations, Rainbow Days will provide new backpacks and uniforms to more than 750 homeless children residing in over 20 homeless, domestic violence, and transitional shelters. Children and families are invited to Dallas Market Center to partake in a celebration of going back to school with bounce houses, face painting, games, and refreshments. The event evokes excitement about returning to school and builds confidence by providing youth with the Dallas ISD required supplies necessary to succeed this school year. **The Back-to-School Party is closed to the public, but is open to media.**



Dallas Market Center has partnered with Rainbow Days since 1992 to host the annual Back-to-School Celebration by donating space and services each year. Rainbow Days recognizes the generosity of the following key donors who have helped to make this event possible: Women of St. Michael's All Saints Episcopal Church, Dallas Market Center, JCPenney, Citi, Risk Transfer Partners, Holy Smokers Men's Group, Kevin Orzen from Global Experience Specialist (GES), National Charity League, Young Men's Service League, Hope Supply Company and many others!

"Every child deserves to experience success in school. The BTS celebration is not just about the backpacks, supplies and uniforms they receive; it is about enhancing the children's belief in their future, building their self-confidence and celebrating the importance of education," said Cathey Brown, Founder and CEO of Rainbow Days.



The Back-to-School Celebration is a program of **Rainbow Days**. For 34 years, **Rainbow Days**, a 501c3 Dallas-based nonprofit organization, has been helping at-risk children and youth build resiliency and coping skills to create positive futures. To date, **Rainbow Days** has served more than 180,000 children in the Dallas area and trained over 42,000 professionals across the U.S. To fund programs like the Back-to-School Celebration, Rainbow Days receives donations from numerous individuals, foundations and corporations in the community. For more information about **Rainbow Days**, please visit our website at www.rainbowdays.org or contact us at: 214-887-0726.

For more information, contact Tiffany Beaudine at TiffanyB@rainbowdays.org or 214-217-3814.

###