



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

RAINBOW DAYS CONTACTS: Kelly Wierzbinski
214-850-7927(m) kellyw@rainbowdays.org
or
817-690-5754(m) TiffanyB@rainbowdays.org

Rainbow Days' 26th Annual Back-to-School Celebration Provides 750 Dallas-Area Homeless Children with New Backpacks and Uniforms

DALLAS August 11, 2017 – Rainbow Days will host its 26th Annual Back-to-School Celebration on **Wednesday, August 16, 2017 from 1 to 3 p.m.** at **Dallas Market Center – North Hall** (located at 2200 N. Stemmons Freeway).

Rainbow Days, in partnership with **Hope Supply Co.** and through individual and corporate donations, will provide new backpacks and uniforms to more than **750 homeless children** residing in over 20 homeless, domestic violence and transitional shelters. Rainbow Days hosts this private event for homeless children and families at the Dallas Market Center so they can celebrate going back to school with fun activities, including bounce houses, face painting, games and refreshments. The event evokes excitement about the new school year and builds confidence by providing each child with a brand new backpack filled with school supplies and a new school uniform. **Although the Back-to-School Celebration is closed to the public, it will be 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. The **Texas Motor Speedway Speeding To Help Community Outreach Program** will bring a racecar to the event, and **Prevent Blindness Texas** will provide free vision screenings to Back-to-School Celebration attendees. Rainbow Days also recognizes the generosity of additional donors, sponsors and volunteers who have helped make this event possible: **Elise and Marvin Dekelboun Family Foundation, Kevin Orzen from Global Experience Specialist (GES), ORIX, Women of St. Michael's All Saints Episcopal Church, Risk Transfer Partners, Holy Smokers Men's Group, National Charity League, Young Men's Service League** and more!



“Every child deserves to experience success in school. The Back-to-School 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 **35 years**, Rainbow Days, a 501(c)(3) Dallas-based nonprofit organization, has helped at-risk children and youth build resiliency and coping skills to create positive futures. To date, Rainbow Days has served more than **200,000 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 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**.

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