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**MEDIA ADVISORY
FOR IMMEDIATE RELEASE [August 29, 2018]**

**Rainbow Days' 27th Annual Back-to-School Celebration
Provides 600 Dallas-Area Homeless Children with New Backpacks and Uniforms**

DALLAS – August 15, 2018, marked Rainbow Days' 27th annual Back-to-School Celebration, which helped provide nearly 600 local children and youth living in motels, homeless and domestic violence shelters, and other transitional living sites with the backpacks, supplies, clothing and confidence they need to head back to school prepared for success!



The celebration was hosted at **Dallas Market Center's Market Hall**, where children had fun playing carnival games and racing each other on an inflatable obstacle course. **Prevent Blindness Texas** offered free vision screenings for those in attendance, and **FC Dallas** players came to meet the children, play soccer and sign autographs.



This year's event was presented by the **MoneyGram Foundation**, which presented a \$25,000 check to **Rainbow Days CEO Sherri Ansley** at the event. We are grateful for the support of the entire MoneyGram team, many of whom also volunteered at the event.

This 27th annual Back-to-School Celebration would not have been possible without the support of many generous donors. Our gratitude goes out to the **Elsie & Marvin Dekelbom Family Foundation** and the

Women of St. Michael & All Angels Episcopal Church for their generosity and continued support of the children we serve. We are also grateful for **Dallas Market Center** for partnering with us for nearly 25 years to host the Back-to-School Celebration and **Kevin Orzen from Global Experience Specialists** for providing tables for the event.

Additionally, huge kudos go to all the individual and corporate donors who donated backpacks and school supplies for the children! In particular, we would like to thank **Markel Corporation, Dallas Women's Foundation, Aimbridge Hospitality, ORIX Foundation, Bank of America, Texas Instruments** and **Brennan's Heart** for their exceptional generosity.

This year's event was extra special for the children thanks to the generosity of **KIDBOX Delivering Good!** Each child got to go shopping for their very own new after-school outfit and a little something for their baby siblings, too. The children loved getting to make their own independent choice of what to wear, and we are so grateful to **KIDBOX Delivering Good** for making this special, empowering experience possible for hundreds of children living in transition.



Finally, we are grateful to have the support of so many wonderful volunteer groups who helped make our 27th annual Back-to-School Celebration smooth, successful and special for the children we serve! We'd like to thank the following volunteer groups and

individuals for their time and generosity: **Attorneys Serving the Community's Beth Bedell and Jessica O'Neill, BVA Group and Stephen Jaquess, Citi, DLA Piper, Heart of Texas Therapy Dogs, Holy Smokers Men's Group, Markel Corporation, MoneyGram Foundation, National Charity League (Preston Bluebonnet, Plano, Golden Corridor and Turtle Creek chapters), ORIX Foundation, Southwest Airlines, Team Networking, USI, Young Men's Service League (Plano, Highland Park and North Dallas chapters), Rainbow Days Board of Directors,** and many more!

ABOUT RAINBOW DAYS: The **Back-to-School Celebration** is a program of **Rainbow Days, a 501(c)(3) Dallas-based nonprofit organization.** Founded in 1982, Rainbow Days has a mission to help children and youth in adversity build coping skills and resilience to create positive futures. Through support groups, camps, mentored events and tangible items, Rainbow Days serves over **11,000 at-risk children and youth in the Dallas area** annually. For more information on the Back-to-School Celebration or Rainbow Days, please visit our website at www.RainbowDays.org or call us at (214) 887-0726.

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