



Media Contact: Sharon Adams
Adams Communications Public Relations
(972) 773-9289 / AdamsComm1@aol.com

Rainbow Days Contacts: Kelly Wierzbinski
Director of Family Connection
(214) 850-7927 / kellyw@rainbowdays.org

or **Katy Cornwall**
Communications & Development Specialist
(817) 637-2643 / katyc@rainbowdays.org

MEDIA ADVISORY
FOR IMMEDIATE RELEASE [August 8, 2018]

Rainbow Days' 27th Annual Back-to-School Celebration
Provides 700 Dallas-Area Homeless Children with New Backpacks and Uniforms

DALLAS – Rainbow Days will host its **27th Annual Back-to-School Celebration** on **Wednesday, August 15, 2018, from 1:00 pm to 3:00 p.m.** at the **Dallas Market Center's North Hall**, located at 2200 N. Stemmons Freeway.

In partnership with the **MoneyGram Foundation** and numerous individual and corporate donors, Rainbow Days will provide new backpacks, school supplies and uniforms to more than **700 homeless children** living in 18 different local **homeless, domestic violence and transitional shelters**. Rainbow



Days hosts this private event for homeless children at the Dallas Market Center so they can celebrate going back to school with fun activities, including bounce houses, face painting, carnival games and refreshments. The event evokes excitement about the new school year and builds confidence by providing each child with a new backpack filled with school supplies and a new uniform. **Although the Back-to-School Celebration is closed to the public, it will be open to reporters and media.**

“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,” shared **Sherri Ansley**, CEO of Rainbow Days.

This year’s Back-to-School Celebration is presented by the **MoneyGram Foundation**. Since 1992, the **Dallas Market Center** has partnered with Rainbow Days to host this annual event by donating space and services each year. At the event, **Prevent Blindness Texas** will provide free vision screenings to Back-to-School Celebration attendees.

Further, Rainbow Days would like to recognize the generosity of our donors, sponsors and volunteers who help make this event and entire project possible: **Dallas Market Center, MoneyGram Foundation, Elsie & Marvin Dekelboum Family Foundation, Markel Corporation, Dallas Women's Foundation, Aimbridge Hospitality, ORIX Foundation, Citi, Bank of America, Texas Instruments, Women of St. Michael All Saints Episcopal Church, BVA Group, Southwest Airlines, Holy Smokers Men's Group, National Charity League, Young Men's Service League, Brennan's Heart, Kevin Orzen from Global Experience Specialist (GES)** and more! Special thanks also go to Dallas Market Center's **Dimiti Collins** (Operations Manager) and **Gary Gabriel** (Director of Sales and Operations for Market Hall), both of whom are critical to the event's success.



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.

###