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MEDIA ADVISORY
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Rainbow Days' 28th Annual Back-to-School Celebration
To Provide New Backpacks and Uniforms for Dallas-Area Homeless Children

DALLAS – Rainbow Days will host its **28th annual Back-to-School Celebration** on **Wednesday, Aug. 14, 2019**, from **1 – 3 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 nearly 30 different local **motels, transitional living sites, and homeless and domestic violence shelters**. Each August, Rainbow Days hosts a private event for homeless children at the Dallas Market Center so they can celebrate going back to school with bounce houses, carnival games and delicious refreshments. In addition to meeting homeless children's tangible needs, the Back-to-School Celebration evokes excitement and builds confidence as each child will leave the event with a new backpack filled with school supplies, a new uniform and a new after-school outfit. **Although the Back-to-School Celebration is closed to the public, reporters and other media representatives are welcome.**

"For children experiencing homelessness, the **immense adversity and instability** they face outside of the classroom can often lead to academic challenges," shares Rainbow Days' **Director of Family Connection Kelly Wierzbinski**. "Each and every child deserves to succeed in school, and the Back-to-School Celebration helps bridge this gap by **building homeless children's confidence** for a **fresh start** and a **successful school year.**"

The 2019 Back-to-School Celebration is presented by the **MoneyGram Foundation**. Since 1992, the **Dallas Market Center** has partnered with Rainbow Days to host this celebratory event by donating space and services each year. Additionally, each child attending this year's event will get to "shop" for a fashionable new outfit generously provided through Rainbow Days' partnership with **KIDBOX / Delivering Good**.



Rainbow Days would like to recognize the generosity of our financial and in-kind donors as well as the many volunteers who will help make this event and entire project possible, including: **Dallas Market Center**,

MoneyGram Foundation, KIDBOX / Delivering Good, Women of St. Michael, United Way of Metropolitan Dallas, Hope Supply Co., Bank of America, Aimbridge Hospitality, Region 10, Prince of Peace Catholic Community, Schwob Building Company, KPMG, Brennan's Heart, Kevin Orzen from Global Experience Specialist, Citi, Southwest Airlines, BVA Group, Enterprise Rent-A-Car, Dallas Chapter of the Interior Design Society, ESRP, USI, Young Men's Service League, National Charity League 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 each August.

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 more than **10,000 at-risk children and youth in the Dallas area** annually. For more information about the Back-to-School Celebration or Rainbow Days, please visit www.RainbowDays.org or call (214) 887-0726.



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