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## MEDIA ADVISORY

FOR IMMEDIATE RELEASE [Jan. 15, 2020]

### Rainbow Days Spreads Holiday Joy to Homeless and At-Risk Kids

**DALLAS** – This holiday season, Rainbow Days’ **Family Connection** and **Community Connection** teams were thrilled to **meet the tangible** and **social needs** of homeless and at-risk kids and families across the Dallas community. Thanks to the generosity and support of countless donors, volunteers and supporters, both teams worked to bring hope and holiday cheer to more than **800 total children, youth** and **family members** through special holiday celebrations, mentored outings and Christmas gifts.

#### SATURDAY WITH SANTA



On Dec. 14, nearly **500 homeless children** and **family members** from 17 partnering homeless and domestic violence shelters, transitional living sites and motels experienced the magic of the holidays at **Saturday with Santa**, which is held annually through Rainbow Days’ **Family Connection** program for Dallas-area homeless children.

Through this meaningful holiday family outing held at **Lovers Lane United Methodist Church**, the families got to spend a day away from the shelter playing carnival games and celebrating the holidays in a safe, positive and fun-filled environment. Thanks to **Chuy's (Knox-McKinney)**, the attendees enjoyed a warm, delicious lunch. During the event, parents had the opportunity to shop for presents for each of their children, which were then wrapped by a team of hardworking volunteers. Further, all participating family members – infants, children, teens and adults – left the outing with **holiday stockings** filled with small gifts and other necessities.

Many volunteers, donors and supporters made **Saturday with Saturday** a magical holiday celebration to remember! In particular, Rainbow Days would like to recognize the following individuals, groups, organizations and corporations without whom Saturday with Santa simply could not have been possible: **Aimbridge Hospitality; Allen Fosha; American Airlines - Black Professional Network; Chuy's (Knox-McKinney); Dave & Buster's; Lovers Lane United Methodist Church; Mary Kay Inc.; MoneyGram Foundation; National Charity League; Nicole Williams; PepsiCo / Frito-Lay; The Rees-Jones Foundation; Southwest Airlines - Flight Operations Training; Texas Mutual Insurance; The Toy Foundation; Thompson & Knight; and Young Men's Service League.**



### CHRISTMAS WITH COMMUNITY CONNECTION

This holiday season, Rainbow Days' **Community Connection** team – which works with at-risk children and youth at local schools and community centers throughout the year – was thrilled to extend some Christmas joy to the kids they serve through support groups and other mentored activities.

Throughout December, the team was able to give presents and toys to more than **330 children and youth** served at 13 elementary, middle and high schools and community centers in **low-income communities around Dallas**. Such Christmas cheer was met unanimously with joy and smiling faces as the kids received gifts during holiday celebrations orchestrated by their Rainbow Days mentors. Pizza, cupcakes and other sweet treats further added to the wonder and merriment, creating warm holiday memories for all involved.



### DINNER WITH SANTA AND THE DALLAS MAVERICKS



On Dec. 6, the Family Connection team was honored to bring **31 kids from local motels** to the **Dallas Mavericks' annual Dinner with Santa!** At this amazing event, each child in attendance enjoyed a delicious dinner served by the Mavs, listened to a Christmas story read by Santa himself, received new clothing and shoes, and opened personalized gifts from their wish lists. Later, the children got to spend special one-on-one time **playing basketball with the stars of the team.**

Rainbow Days is so grateful for everyone who made this magical evening possible, including the Dallas Mavericks Foundation, **CEO Cynthia Marshall** and the entire team.

### SIX FLAGS HOLIDAY ADVENTURE

Thanks to the generosity of **Mary Kay Inc.**, Rainbow Days was blessed to receive **hundreds of Six Flags "Holiday in the Park" tickets** this December. Both the Family Connection and Community Connection teams were thrilled to share these tickets with children and families they serve throughout the year in partnering shelters, motels, schools and community centers.

On Dec. 21, the Family Connection team held a **special family outing** for **23 children and parents** from a local motel. For many of the families, this wonderful day at Six Flags was their first experience riding rollercoasters! On top of the thrilling nature of the amusement park, this family outing helped create special holiday memories and an opportunity for positive family bonding.



## MAKING HOPE AND HOLIDAY CHEER POSSIBLE

Spreading holiday cheer and meeting kids' tangible needs this holiday season would not have been possible without the support of Rainbow Days' **wonderful network of generous donors, volunteers and supporters**. The financial support of many individual, corporate and foundation donors supported both Family Connection's and Community Connection's holiday efforts.

Leading up to the holiday season, Rainbow Days was blessed to receive in-kind contributions of more than **900 individual toys and gifts** to benefit kids in both programs thanks to the kindness of countless donors and supporters. Additionally, Rainbow Days would like to recognize its friends at **The Toy Foundation**, which donated **six pallets of new, innovative toys** for the kids.



"From the bottom of our hearts, we would like to thank each and every person who contributed to making these holiday projects possible," shared Tiffany Beaudine, Rainbow Days' interim executive director. "Such incredible generosity helped us **brighten the holiday seasons of hundreds of at-risk and homeless children** and their families. We are beyond grateful and blessed!"

## ABOUT RAINBOW DAYS

Family Connection and Community Connection are the two core direct service programs 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 **9,000 at-risk children and youth in the Dallas area annually**. For more information, please visit [www.RainbowDays.org](http://www.RainbowDays.org) or call (214) 887-0726.

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