



**Media Contact: Sharon Adams**

Adams Communications Public Relations  
(972) 773-9289 // [AdamsComm1@aol.com](mailto:AdamsComm1@aol.com)

**Rainbow Days Contact: Katy Cornwall**

Communications & Development Specialist  
(214) 217-3811 // [KatyC@RainbowDays.org](mailto:KatyC@RainbowDays.org)

#### MEDIA ADVISORY

FOR IMMEDIATE RELEASE [Feb. 26, 2020]

### Rainbow Days to Host 23<sup>rd</sup> Annual Pot of Gold Luncheon Featuring Honorary Chair and Keynote Speaker Darren Woodson

**DALLAS** – Rainbow Days will host its **23<sup>rd</sup> annual Pot of Gold Luncheon** presented by **Nancy Ann and Ray L. Hunt** at the **Omni Dallas Hotel Dallas Ballroom** on **Friday, April 17, 2020**.

The **2020 Pot of Gold Luncheon** festivities will begin at **11 a.m.** when the **silent auction** opens, and the **luncheon program will begin promptly at noon**. This year's **goal is to raise \$250,000** for Rainbow Days to ultimately help thousands of children and youth rise above adversity. **Table sponsorships start at \$1,750** and **individual tickets for the luncheon are \$200** per person, both of which are available to purchase online at [www.RainbowDays.org/POG2020](http://www.RainbowDays.org/POG2020) or by phone at (214) 217-3833.

Rainbow Days is thrilled to announce **Darren Woodson** as the **2020 Pot of Gold Luncheon Honorary Chair and Keynote Speaker**. Darren is a three-time Super Bowl champion, the **Dallas Cowboys'** all-time leading tackler and a former NFL analyst for ESPN. Currently, Darren is a partner at **esrp**, an international commercial real estate company. Darren is passionate about his community and the impact that organizations like Rainbow Days are having in children's lives; he has previously volunteered as a speaker and mentor at Rainbow Days' summer camps and events for children.



Rainbow Days is honored to have **Tara and Tom Walsh** serving as the **2020 Pot of Gold Luncheon Chairs**. Tara and Tom are strong community advocates, generous volunteers and civic leaders in the Dallas community. Tara



and her family have been volunteering with Rainbow Days for five years. She recently received the **2020 Volunteer Promise Award** from Rainbow Days in recognition of her service. Tom is a partner at **Winston & Strawn LLP** and also serves as co-chair of the firm's complex commercial litigation practice. Tara and Tom have two daughters and are active members of **Prince of Peace Catholic Community**.

"Tom and I are incredibly honored to chair the Pot of Gold Luncheon for Rainbow Days, an organization that makes such a **positive impact in the lives of at-risk youth in our community**," Tara shares. "**We love Rainbow Days** and their staff and are

proud of all of the amazing work they do each and every day. We have spent many hours as a family volunteering our time to help Rainbow Days succeed in its mission. This luncheon is a wonderful opportunity for us to share our passion for Rainbow Days with our friends in the Dallas community.”

Rainbow Days is also excited to have **Victoria Snee** as the upcoming luncheon’s master of ceremonies. Victoria has been a mainstay of the Dallas/Fort Worth media and fashion scene for more than 20 years and currently serves as the chief marketing officer for **Highland Park Village**. Further, Rainbow Days is grateful for the continued support of **Good Life Family Magazine**, the 2020 Pot of Gold Luncheon Media Sponsor.

The **Pot of Gold Luncheon** benefits Rainbow Days through sponsorships, individual seats, auction bidding and donations. The annual luncheon is a cheerful and celebratory event that features an inspiring keynote speaker, a special performance from the Rainbow Days children, moving program testimonials and a silent auction for an anticipated **600 guests** in attendance.

Last May, the **2019 Pot of Gold Luncheon**, which featured **actress Marlee Matlin** as keynote speaker, helped raise more than **\$179,000** for Rainbow Days.

**ABOUT RAINBOW DAYS:** The 23<sup>rd</sup> annual **Pot of Gold Luncheon** will benefit **Rainbow Days**, a Dallas-based 501(c)(3) 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. By creating meaningful connections through evidence-based support groups, camps and mentored events, Rainbow Days has served more than **229,000 children and youth in the Dallas area** to date. For more information about the Pot of Gold Luncheon or Rainbow Days, please visit [www.RainbowDays.org](http://www.RainbowDays.org) or call (214) 887-0726.

###