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MEDIA ADVISORY

EMBARGOED FOR RELEASE until May 11, 2020

Rainbow Days to Host Pot of Gold Virtual Event Featuring Darren Woodson

DALLAS – Rainbow Days is excited to host its first-ever **virtual fundraising event** on Thursday, June 25, 2020.

In the light of the ongoing COVID-19 health crisis, Rainbow Days unfortunately had to cancel its 23rd annual Pot of Gold Luncheon, which was scheduled to be celebrated in person on April 17, 2020.

However, Rainbow Days' longstanding Pot of Gold tradition will still be continued in 2020 through the **Pot of Gold Virtual Event**. This meaningful online experience, which will be streamed through Rainbow Days' social media at **12 p.m. June 25**, will include program testimonials and an **inspiring keynote address**. *There is no charge to attend the virtual event, but donations are encouraged.*



Additionally, Rainbow Days' beloved **silent auction** will open online on June 16, giving supporters 10 days to view and bid on items leading up to the Pot of Gold Virtual Event. Then, auction bidding will close at 6 p.m. June 25. Rainbow Days' **goal is to raise \$50,000** for its programs through auction bidding and online donations during the virtual event.

Rainbow Days is honored to have **Darren Woodson**, 2020 Pot of Gold Honorary Chair and Keynote Speaker, share his inspiring personal story with the audience at the upcoming virtual event. 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 also grateful to have **Tara and Tom Walsh** serve as the 2020 Pot of Gold 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 Virtual Event for Rainbow Days, an organization that makes such a **positive impact in the lives of at-risk youth** in our community, especially during these challenging times," Tara shared. "Although we can't all be together in person this year due to COVID-19, we hope you can join us for this important virtual event to support Rainbow Days so they can continue their mission."

Rainbow Days is also excited to have **Victoria Snee** serve as the virtual event'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 Media Sponsor.

ABOUT RAINBOW DAYS: The Pot of Gold Virtual Event 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**. Through support groups, camps, mentored events and tangible items, Rainbow Days makes meaningful connections with more than **9,000 at-risk and homeless children and youth in the Dallas area** annually. For more information, please visit www.rainbowdays.org or call (214) 887-0726.

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