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MEDIA ADVISORY
FOR IMMEDIATE RELEASE [Dec. 4, 2020]

Rainbow Days to Provide Christmas Stockings for 1,000 Homeless Children and Parents

DALLAS – This holiday season, Rainbow Days will be providing stockings, gifts and essential tangible items for an estimated **1,000 homeless children, youth and parents** living in approximately **25 partnering shelters** and other homeless-serving sites.



For the past 20 years, Rainbow Days has hosted “**Saturday with Santa**,” a large celebratory family outing attended by hundreds of Dallas-area homeless families each year. Due to COVID-19, Rainbow Days is forgoing this annual in-person event in 2020. However, Rainbow Days’ staff and volunteers will **keep the Saturday with Santa tradition alive in 2020** by meeting homeless **families’ critical tangible needs** and delivering holiday joy.

The second week of December, Rainbow Days will **overcome the major barrier of transportation** and deliver stockings, toys and presents directly to more than 700 homeless children living in Dallas-area shelters and homeless-serving sites. Additionally, through these deliveries, Rainbow Days will provide holiday treats and critical tangible items for an estimated 300 homeless parents.

Opportunities for interviews and coverage include:

- **Dec. 8 and Dec. 9 | 10 a.m. – 4 p.m.**
 - Rainbow Days’ staff and volunteers will be **building and organizing stockings** at **Lovers Lane United Methodist Church**, one of Rainbow Days’ most longstanding community partners.
 - Interview opportunities: Rainbow Days’ staff and volunteers
- **Dec. 10 and Dec. 11 | 10 a.m. – 4 p.m.**
 - Rainbow Days’ staff and volunteers will be **delivering stockings and gifts** directly to children and families living at approximately **25 partnering shelters** across the greater Dallas area.
 - Interview opportunities: Rainbow Days’ staff, volunteers, and shelter and community partners

Rainbow Days would like to recognize the 2020 Saturday with Santa corporate and foundation sponsors: **The Rees-Jones Foundation, The Andrea-Mennen Family Foundation, Varonis and Critical Start**. Additionally, Rainbow Days is grateful for the countless individuals whose in-kind donations of toys and stockings as well as volunteer hours are critical to the success of this project.



ABOUT RAINBOW DAYS: Rainbow Days is 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, life enrichment programs 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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