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**MEDIA ADVISORY**  
**FOR IMMEDIATE RELEASE [Jan. 28, 2021]**

**Rainbow Days to Host 24<sup>th</sup> Annual Pot of Gold Luncheon**  
**Featuring Keynote Speaker Josh Shipp**

**DALLAS** – Rainbow Days will host its 24<sup>th</sup> annual **Pot of Gold Luncheon** at the **Omni Dallas Hotel Dallas Ballroom** on **Friday, June 25, 2021**.

The **2021 Pot of Gold Luncheon** festivities will begin at 11 a.m. with silent auction bidding, and the luncheon program will begin promptly at noon. This year's **goal is to raise \$275,000** for Rainbow Days to continue providing critical services benefiting thousands of at-risk and homeless children and youth across the Dallas area each year. Table **sponsorships start at \$2,000** and **individual tickets for the luncheon are \$200** per person, both of which are available to purchase online at [www.RainbowDays.org/POG2021](http://www.RainbowDays.org/POG2021) or by phone at (214) 217-3833.

To ensure the **health and safety of all attendees**, Rainbow Days' 2021 Pot of Gold Luncheon is taking **extra precautions** and implementing a series of health policies and procedures in accordance with guidelines from the CDC, the state of Texas, and local public safety and health officials. Changes to this year's event include: tables spaced farther apart to comply with social distancing guidelines; six guests per table instead of 10; adherence to CDC mask guidelines; and hand sanitizer stations around the ballroom.

Rainbow Days is thrilled to announce the **2021 Pot of Gold Luncheon Keynote Speaker** is best-selling author **Josh Shipp**. Statistically, Josh should be dead, in jail or homeless. However, his success as a preeminent author, speaker and global youth empowerment expert is living proof of the **power of one caring adult**. A **former at-risk foster kid turned youth advocate**, Josh is renowned for the documentary TV series on A&E that followed his groundbreaking work with youth and families. He has written two national bestsellers to date and is regularly called on by OPRAH, CNN, FOX,



The New York Times, 20/20, Good Morning America and others to provide commentary on common challenges faced by parents and teachers.



Rainbow Days is honored to have **Kyle Coots** and **Ross DeRogatis** as the **2021 Pot of Gold Luncheon Chairs**. In addition to serving as a member of Rainbow Days' Executive Board of Directors, Kyle is the co-founder and managing director of **Miramar Equity Partners**. Ross is the president and owner of **Matrix Orthopedics** and lives in Southlake with his family.

This year's event leadership also includes **2021 Pot of Gold Auction Chairs Melissa Griffith** and **Talene Kozanian**. Both Melissa and Talene are residents of Dallas and have previously been involved with Rainbow Days as volunteers.

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, special performances from the Rainbow Days children and **moving program testimonials** for an anticipated 500 guests in attendance. The Pot of Gold festivities also include a **silent auction**, which will open online on June 16.

Last June, the **2020 Pot of Gold Virtual Event**, which featured **keynote speaker Darren Woodson** and was celebrated online in lieu of an in-person event, helped raise more than **\$223,000** for Rainbow Days.

**ABOUT RAINBOW DAYS:** The 24<sup>th</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. Through support groups, **life enrichment programs** and critical needs services, Rainbow Days makes meaningful connections with at-risk and homeless children and youth and has positively impacted more than **234,000 kids in the Dallas area** to date. For more information, please visit [www.RainbowDays.org](http://www.RainbowDays.org) or call (214) 887-0726.

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