



**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 Coordinator  
(817) 637-2643 // [KatyC@RainbowDays.org](mailto:KatyC@RainbowDays.org)

**MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE [July 8, 2021]**

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

**DALLAS** – Rainbow Days hosted its **24<sup>th</sup> annual Pot of Gold Luncheon** at the **Omni Dallas Hotel Dallas Ballroom** on **June 25**. On this festive Friday afternoon, around **500 supporters** and guests gathered to raise a grand total of **\$232,185** for Rainbow Days through sponsorships, auction bidding, donations, individual seats and virtual livestream ticket sales.

Held **annually since 1997**, the Pot of Gold Luncheon is a cheerful and **celebratory fundraising event** benefiting Rainbow Days' mission and services. Each year, the luncheon features an inspiring keynote speaker, special performances from the Rainbow Days children, **moving program testimonials** and silent auction bidding. The 2021 event also featured a **virtual livestream** ticket option to enable guests who were unable to attend in person to participate virtually from the comfort of their own homes.



In-person and virtual guests enjoyed a **poignant keynote address** from author **Josh Shipp**. 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. At Rainbow Days' 2021 Pot of Gold Luncheon, Josh inspired the luncheon guests with his personal story about the **transformative power of one caring adult** in a child's life.

Other highlights of the luncheon program included performances by children living in local shelters who are **current Rainbow Days program participants**. To celebrate how so many challenges and obstacles

throughout the last year have been overcome, the children danced onstage to Rachel Platten’s “Fight Song” as well as performed a COVID-themed rendition of Michael Jackson’s “Beat It.”

This year’s event was made possible through the hard work, time and resources of the **2021 Pot of Gold Luncheon Committee** members. Event leadership included Luncheon Chairs **Kyle Coots** and **Ross DeRogatis** and Auction Chairs **Melissa Griffith** and **Talene Kozanian**. Special thanks are also in order for **Victoria Snee**, who served as the event’s Master of Ceremonies.



Rainbow Days would also like to recognize the many **sponsors**, donors and volunteers who helped make the 2021 Pot of Gold Luncheon a tremendous success. Featured here are sponsor levels “I Am” and above:

- *I Will:* **Greenberg Traurig and Miramar Equity Partners**
- *I Can:* **Citi, DonJoy, Goodwin & Company, Jill & Dale Hurd, Kirkland & Ellis, Alyssa & Kurt Opella, The Anderson Family, The Invitation Project, Thompson Coburn LLP and Winston & Strawn LLP**
- *I Am:* **Bragalone Olejko Saad PC, Melissa & Paul Griffith + Talene & Hagop Kozanian, Christina & Dustin Hickey, Phyllis & John Horan, Lennox International, Lockton Dunning Benefits, Mary Jo & James McKellar, Texas Mutual Insurance Company, Thompson Knight Foundation, Vinson & Elkins LLP, Weaver Accounting and Nicole Williams & Chris George**

Additionally, Rainbow Days is honored to have had **Good Life Family Magazine** as the 2021 Pot of Gold Luncheon Media Sponsor.

**ABOUT RAINBOW DAYS:** The 24<sup>th</sup> annual **Pot of Gold Luncheon** benefitted **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.

###