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MEDIA ADVISORY
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Rainbow Days Prepares 1,400+ Homeless and At-Risk Children in Dallas for Educational Success

DALLAS – Through its **30th annual Back-to-School Celebration**, Rainbow Days prepared Dallas-area **homeless and at-risk children and youth** to go back to school confident and ready for success. Through a celebratory event sponsored by **CAPTRUST** and the **MoneyGram Foundation** as well as deliveries to partnering service sites in the weeks afterward, over **1,400 local students in need** received new **backpacks, school supplies, uniforms and after-school clothing** from Rainbow Days.



On Aug. 11, hundreds of children, volunteers and supporters enjoyed a celebratory carnival-style event at the **Dallas Market Center**. There, local homeless and at-risk children enjoyed carnival games, shopped for new clothes, enjoyed lunch, played soccer with **FC Dallas** players and had the opportunity to meet three former NFL players.

The event also included a check presentation and special media opportunity featuring: **Regina Bruce and Dr. Carla Russo**, Event Chairs; **Thomas Everett**, Honorary Chair, former Dallas Cowboy and two-time Super Bowl Champion; **John Pickett**, Financial Advisor for **CAPTRUST**, Title Sponsor; **Aimee Griffiths**, Head of Social Impact for the **MoneyGram Foundation**, Presenting Sponsor; Dallas City Councilwoman **Cara Mendelsohn**; **Rebecca Lopez**, Event Emcee and WFAA Senior Reporter; **Lifford Hobley**, President of the NFL DFW Alumni Association; and **Isaiah Stanback**, former Dallas Cowboy and Super Bowl Champion.



In the weeks after the event, Rainbow Days also distributed backpacks and school supplies to hundreds more children living in local shelters. As a whole, the 30th annual Back-to-School Celebration **benefited over 1,400 low-income students** who attend Dallas ISD elementary, middle and high schools or reside in one of more than 20 local homeless and domestic violence shelters, transitional living sites and extended-stay motels.

Rainbow Days is incredibly grateful for all of the wonderful individuals and groups who made this year's event and the entire campaign a success:

- **CAPTRUST**, Title Sponsor
- **MoneyGram Foundation**, Presenting Sponsor
- **Regina Bruce and Dr. Carla Russo**, Event Chairs
- **Thomas Everett**, Honorary Chair, former Dallas Cowboy and two-time Super Bowl Champion
- **Rebecca Lopez**, WFAA, Event Emcee
- **Councilwoman Cara Mendelsohn**, City of Dallas District 12
- **Liffort Hoble**, President, NFL DFW Alumni Association
- **Isaiah Stanback**, former Dallas Cowboy and Super Bowl Champion
- **Dallas Market Center**
- **FC Dallas**
- **Dallas Police Association**
- **Carol and Curt Welwood**, Backpack Sponsors
- **New Hope Compassion**
- **National Charity League**
- **Young Men's Service League**
- **Holy Smokers Men's Group**
- **Heart of Texas Dog Therapy**
- **Delivering Good**
- **Durty Laundry**
- *Plus hundreds of generous individual donors, volunteers and supporters who invested their time, energy and resources!*

ABOUT RAINBOW DAYS: The **Back-to-School Celebration** is a program of **Rainbow Days**, a 501(c)(3) Dallas-based 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, **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 or call (214) 887-0726.

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