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MEDIA ADVISORY
FOR IMMEDIATE RELEASE [Aug. 15, 2022]

Rainbow Days Prepares 1,300+ Homeless and At-Risk Children in Dallas for Educational Success



DALLAS – Through its **31st 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 supported by the **Lone Star Monarchs** as well as deliveries to partnering service sites in the weeks afterward, over **1,300 local students in need** received new **backpacks, school supplies and uniforms** from Rainbow Days.

On Aug. 3, hundreds of children, volunteers and supporters enjoyed a **carnival-style event** at the **Dallas Market Center**. There, children living in local shelters played carnival games, ate lunch and enjoyed engaging stations hosted by the **Dallas Wings, Dallas Police Association, Girls Inc.** and **Billy Buttons**. Additionally, the attendees had the opportunity to meet **retired NBA All-Star Josh Howard**.



The festive event also included a **check presentation** and special media opportunity featuring: **Josh Howard**, Honorary Chair and retired NBA All-Star; **Regina Bruce, Dr. Carla Russo** and members of the **Lone Star Monarchs**; **Cara Mendelsohn**, Dallas City Council; **Scott Murray**, Emcee; and **Tiffany Beaudine**, CEO of Rainbow Days.

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
- **Carol Welwood**, Event Chair
- **Josh Howard**, Honorary Chair and retired NBA All-Star
- **Lone Star Monarchs**
- **Scott Murray**, Emcee
- **Council Member Cara Mendelsohn**, City of Dallas District 12

- **Dallas Market Center**
- **Regina Bruce and John Pickett**
- **Dallas Police Association**
- **New Hope Compassion**
- **National Charity League**
- **Young Men’s Service League**
- **Holy Smoker’s Men’s Group**
- **Dallas Wings**
- **Girls Inc.**
- **Global Experience Specialists (GES)**
- **Billy Buttons**
- **Dimiti Collins and Stephen Stuart**
- **BVA Group**
- **Bank of America**
- **Simmons Bank**
- **Citi**
- *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 project 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 **241,000 kids in the Dallas area** to date. For more information, please visit www.RainbowDays.org or call (214) 887-0726.

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