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Dallas-Area Homeless Children Receive New Backpacks and School Supplies at Rainbow Days' 23rd Annual Back-to-School Celebration

DALLAS, TX – [August 18, 2014] – On **Wednesday, August 20, 2014**, Rainbow Days will host its **23rd Annual Back-to-School Celebration**, a fun festivity to help Dallas-area children living in homeless, domestic violence and transitional shelters kick off the school year with a new uniform and backpack filled with the necessary school supplies. **The Back-to-School Celebration** is an **invitation only event** that will be held **Wednesday, August 20, 2014** from **1:00 p.m-3:00 p.m.** at **Dallas Market Center** located at **2200 N. Stemmons Freeway** in **North Hall**. The children will enjoy entertainment, games and refreshments while receiving new school uniforms and new backpacks filled with school supplies – all to help give them a fresh start for the new school year. **Rainbow Days**, in partnership the **Dallas Market Center** and numerous private donors will conduct the carnival-like event for **over 600 children and family members** from 26 local homeless, transitional, permanent supportive housing or domestic violence living shelters. **The Back-to-School Party is closed to the public, but is open to media.**



Rainbow Days is grateful for a long-time partnership with **Dallas Market Center** and donations from **JCPenney, The Elsie and Marvin Dekelboun Family Foundation, Captain Hope's Kids** and **Bank of America** who help to make the event possible. The Dallas Market Center has partnered with Rainbow Days since 1992 to host the annual Back-to-School Celebration by donating space and services each year. Rainbow Days recognizes the generosity of our lead corporate partner, **JCPenney** whose employees have donated over \$31,000 to help sponsor the event plus 250 filled backpacks! Other sponsors include: The Elsie and Marvin Dekelboun Family Foundation for their generous donation to sponsor the event, Captain Hope's Kids provides hundreds of new school uniforms, elementary backpacks and school supplies, Bank of America who donated over 100 new backpacks and supplies.

In addition, we are extremely grateful for other generous donors and volunteers from: **National Charity League – Preston Bluebonnet & Golden Corridor Chapters, Holy Smokers – Prince of Peace Lutheran Church of Carrollton, DISD Homeless Education Program, Credit Union of Texas, Ernst & Young, ORIX Foundation, Team Networking, Yahoo!, AT&T, Boosterthon, Hearing Professional Center, Auxiliary of Rainbow Days, Young Men's Service League – Plano Chapter and Legacy Chapter, Internations, Home Depot, AmeriSphere, Bristol-Meyers Squibb, The Jewish Community Center Summer camps** and Gary Gabriel, Senior Director of Sales and Operations and Dimiti Collins, Operations Manager of **Dallas Market Center** who, help coordinate and support the event, along with numerous individual donors who donated backpacks, school supplies, food, prizes and other items for the event.

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The Back-to-School Celebration is a wonderful event that gives children pride in starting school, gets them excited about learning and gives them many of the important supplies and items they need to begin the school year with a fresh start. The Back-to-School Celebration is just one component of Family Connection, Rainbow Days' award-winning program that offers a wide array of comprehensive emotional and behavioral health services for Dallas' homeless children and their families. Over 1,250 homeless children participate in the Family Connection program throughout the year. Through the program, children are given the confidence and life skills needed to make healthy choices, set goals for a positive future, cope with adversity and stay drug-free.



“Every child should be given a reason to be excited about going back to school,” said Cathey Brown, Founder and CEO of Rainbow Days. “It’s not just the backpacks or the supplies that they receive; it’s the sense of purpose and self-esteem that we’re striving to build. We are truly grateful to our generous corporate, community and individual supporters who will make this event another success for over 600 homeless children this year.”

The Back-to-School Celebration is a program of **Rainbow Days**. Since 1982, **Rainbow Days**, a 501c3 Dallas-based nonprofit organization, has inspired and prepared children to live a life filled with hope and promise. To date, **Rainbow Days** has served more than 170,000 children in the Dallas area and trained over 42,000 professionals across the U.S. To fund programs like the Back-to-School Celebration, Rainbow Days receives donations from numerous individuals, foundations and corporations in the community, is a recipient of three major state and federal grants and is also a United Way agency. For more information about **Rainbow Days**, please visit our website at www.rainbowdays.org or contact us at: 214-887-0726.

The Back-to-School Party is closed to the public, but is open to media. For more information, please contact Emily Candee at emilyc@rainbowdays.org or 214-887-0726.

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