

Rainbow Days' 24th Annual Back to School Celebration Sponsored by JCPenney Provides 700 Dallas-Area Homeless Children with New Backpacks and Uniforms

DALLAS, TX – [July 20, 2015] –Rainbow Days will host its **24th Annual Back-to-School Celebration Sponsored by JCPenney** on **Wednesday, August 19, 2015 from 1:00 to 3:00 PM at Dallas Market Center** (located at 2200 N. Stemmons Frwy in North Hall).

Rainbow Days and JCPenney have teamed up to provide new backpacks and uniforms to more than 700 homeless children residing in over 26 homeless, domestic violence, and transitional shelters. Children and families are invited to Dallas Market Center to partake in a celebration of going back to school with bounce houses, face painting, games, and refreshments. The event evokes excitement about returning to school and builds confidence by providing youth with the DISD required supplies necessary to succeed this school year. **The Back-to-School Party is closed to the public, but is open to media.**



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 personally donated thousands of dollars to help sponsor the event!

"Every child deserves to experience success in school. The BTS celebration is not just about the backpacks, supplies and uniforms they receive; it is about enhancing the children's belief in their future, building their self-confidence and celebrating the importance of education," said Cathey Brown, Founder and CEO of Rainbow Days.

The Back-to-School Celebration is a program of **Rainbow Days**. Since 1982, **Rainbow Days**, a 501c3 Dallas-based nonprofit organization, has been helping at-risk children and youth build resiliency and coping skills to create positive futures. To date, **Rainbow Days** has served more than 180,000 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. For more information about **Rainbow Days**, please visit our website at www.rainbowdays.org or contact us at: 214-887-0726.



For more information, contact Tiffany Beaudine at TiffanyB@rainbowdays.org or 214-217-3814.