



**15TH ANNUAL MAYOR'S BACK TO SCHOOL FAIR PRESENTED BY WALMART/SAM'S CLUB
SET FOR THURSDAY, AUGUST 4, AT FAIR PARK**

Free event to provide school supplies for nearly 15,000 qualifying Dallas schoolchildren, plus immunizations, services, vision and dental screenings, haircuts, information and more

A one-stop shop for all the back-to-school basics, the **15th annual Mayor's Back To School Fair presented by Walmart and Sam's Club** will take place Thursday, August 4, from 8 a.m. – 3 p.m. at the Automobile and Centennial Buildings at Fair Park.

Many parents can agree that when it comes to prepping their children for the first day of school, the costs of education essentials can quickly add up. And with the slowly recovering economy, even more families are faced with tough times. That's why the Mayor's Back to School Fair is so important. From free school supplies for Dallas schoolchildren (who meet specific eligibility requirements), to health, dental and vision screenings, immunizations and haircuts, to the latest information on education, health and social services, the Fair offer parents and children everything they need for the first day of school. Other highlights will include musical entertainment, kids activities, games, book fair and story time, interactive demos, and more.

"The Back To School Fair is a fun place to get your child eager and ready to return to school. They can take advantage of immunizations and free health and vision screenings while enjoying exciting activities and entertainment throughout the day," said City of Dallas Mayor Mike Rawlings. "The amount of resources and community support is fantastic, and we truly appreciate the donors, nonprofit partners, media sponsors, schools and volunteers for their tremendous generosity."

Families who qualify are strongly encouraged to **PRE-REGISTER NOW** at one of the many pre-registration events to reserve free school supplies, which allows more time to take advantage of the many services and activities offered at the Fair. **The deadline to pre-register in person is Saturday, July 30. (See schedule below for pre-registration locations and times.) The deadline to register by mail is Friday, July 8.**

IMPORTANT: Although the Fair's array of activities and services are free and open to the public, free school supplies are available ONLY to those who meet specific eligibility requirements (must be public school students ages 5 - 18 who reside in the City of Dallas or attend a Dallas ISD school and meet the 2011 Federal Poverty Income guidelines). **A PHOTO ID, PROOF OF RESIDENCY AND PROOF OF INCOME ARE REQUIRED TO QUALIFY (See end of news release for detailed requirements).**

Walmart will conduct free vision screenings and offer general health screenings, including blood pressure and glucose. The Baylor School of Dentistry and All Smiles Dental and Orthodontics together will provide free dental screenings, fluoride applications, free toothbrushes and toothpaste to students, and offer free oral health information. Dallas County Health & Human Services will provide free immunizations. And because children want to look sharp the first day of school, Cedric B's Barber and Beauty Salon and Ogle School of Hair, Skin and Nails will be at the Fair giving free haircuts.

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Educational information and services, in English and Spanish, will be offered at community resource booths on crime prevention, fire safety, college readiness, housing, transportation, personal finances, nutrition and literacy. Dallas ISD will provide information on magnet schools, scholarship and alternative programs, psychological and social services, parenting, and family literacy.

Picture ID includes state driver's license, state identification card, military identification card, or foreign consulate-issued identification (i.e. Matricula Consular). City of Dallas proof of residency includes May, June, July or August 2011 utility bill (electricity, water, phone or gas) showing applicant name and current address or letter from landlord or apartment management company, on company letterhead, indicating proof of residency during May, June, July or August 2011.

Proof of Income may be verified using paycheck stubs from May, June, July or August 2011 or a letter dated in May, June, July or August 2011 on agency or company letterhead from an employer, welfare office, caseworker, or Social Security Administration Office indicating annual income and signed by an agent of the company or agency. Letter must include contact phone number for verification. Other qualifying documents include a Medicaid letter, Lone Star Program Card and a Dallas ISD letter indicating qualification for free lunch program.

Presenting sponsors are **Walmart/Sam's Club**, and major sponsors are **Chase** and **MetroPCS**. Other sponsors are **Action Metals, Aetna Foundation, All Smiles Dental and Orthodontics, Amerigroup, Baylor Health Care System, Children's Medical Center of Dallas, Clean Energy Fuels, Coca-Cola Enterprises, Dallas Mavericks Foundation, Fidelity Investments, Fast Signs, Gene and Jerry Jones Family Charities, GE Capital Equipment Finance, Gold Metal Recyclers, Al G. Hill, Jr., Methodist Health System, State Fair of Texas, Texas Instruments, TXU Energy, Unicare, and Yellow Cab**. Community partners are **Cedric B's Barber and Beauty Salon, Dallas County Health and Human Services, Dean Foods, Eastfield College, Greater Dallas Hispanic Chamber of Commerce, Habitat for Humanity, Half Price Books, Ogle School of Hair, Skin and Nails, Southeast Dallas Chamber of Commerce, Texas A&M Health Science Center and Baylor College of Dentistry**.

Media partners are **WFAA, Univision 23, Time Warner Cable, Al Dia, The Greensheet, K104, KR&B 105.7, 1270 AM La Voz del Pueblo and 107.9 La Kalle, 97.9 The Beat and 94.5 K Soul**. DART is the official transportation provider.

Focusing on helping students with many of their school-related needs, the Mayor's Back To School Fair is a collaborative effort between the City of Dallas, Dallas area schools, public health departments, state agencies, non-profit organizations, corporations and hundreds of volunteers.

The Mayor's Back To School Fair is free and open to the public. Parking is also free, or ride DART's Green Line. Fair Park is located at 1300 Robert B. Cullum Blvd., Dallas, TX 75210.

For more information, please call the City of Dallas information line at 311 or go to mayorsbacktoschoolfair.com for details in English and Spanish.

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PRE-REGISTRATION EVENTS

**Monday, July 11; 2 – 6 p.m. and
Tuesday, July 12; 2 – 6 p.m.**

MetroPCS Corporate Store
704 W. Jefferson Boulevard
Dallas 75208

MetroPCS Corporate Store
2731 W. Northwest Highway
Dallas 75220

Telecell
3440 Webb Chapel Ext.
Dallas 75220

Telecell
3100 Forest Lane
Dallas 75234

DF Wireless
10121 Lake June Road
Dallas 75217

DF Wireless
8224 Park Lane
Dallas 75213

M-Paging & Cellular

2223 Singleton Boulevard
Dallas 75212

**Thursday, July 14; 3 – 5 p.m. and
Friday, July 15, 3 – 5 p.m.**

Habitat For Humanity
2800 N. Hampton Rd.
Dallas 75212

Friday, July 15, 3 – 5 p.m.
Juanita Craft Recreation Center
4500 Spring Avenue
Dallas 75210

**Friday, July 15, 3 – 5 p.m. and
Saturday, July 16, 10 a.m. – noon**

Community Room, Eastfield Community College (Pleasant Grove Campus)
802 South Buckner Blvd
Dallas 75217

Wednesday, July 20, 3 – 5 p.m.

Joseph McMillan Center
3730 Ladd Street
Dallas 75212

Saturday, July 30, 10 a.m. – noon

Cobb Field House
1702 Robert B. Cullum Boulevard
Dallas 75210