



## Registration Opens for 30th Annual Dallas Mayor's Back to School Fair

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## Registration Opens for 30th Annual Dallas Mayor's Back to School Fair

DALLAS – On Thursday, Dallas Mayor Eric L. Johnson officially opened registration for the 30th Annual Dallas Mayor's Back to School Fair.

Mayor Johnson kicked off registration with a City Hall [press conference](#) featuring the Fair's partners and sponsors, along with local mascots. For the 30th annual Fair, Mayor Johnson has partnered with the All Stars Project of Dallas to power the event and is continuing for a fourth year his partnership with the Junior League of Dallas to recruit and oversee volunteers.

Each year, the Mayor's Back to School Fair gives over 10,000 youth access to **free** school supplies, immunizations, haircuts, dental screenings, vision exams, and other services from more than 100 vendors. This year, the fair will take place on August 7 in the Automobile Building and Centennial Hall at Fair Park, Dallas.

"The Mayor's Back to School Fair is one of the most important events we do each year because it delivers real results for Dallas families," said Mayor Johnson. "Every year, the Dallas community—including City government, businesses, nonprofits, and residents—comes together to make sure every kid in our city has what they need to start the school year ready to learn and ready to succeed."

The Fair is open to Dallas residents and families with students in Dallas ISD. Priority is given to families whose household income is equal to or less than the 2025 Federal Poverty Guidelines. Qualifying families can sign up now through Friday, July 26, at [MayorsBacktoSchoolFair.com](https://MayorsBacktoSchoolFair.com). To stay up to date on the event, follow [Dallas Mayor's Back to School Fair](#) on Facebook.

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“I’m honored, on behalf of the All Stars Project, to partner with the Mayor’s Office and the Junior League of Dallas to lead this year’s Mayor’s Back to School Fair. For 30 years, this event has brought Dallas together around young people and families—and this year we’re building on that legacy. Our work is rooted in the developmental power of performance—helping young people grow in confidence and see new possibilities for themselves. The Fair is a stage where young people can step into their potential and where the whole city shows up to support them,” said Antoine Joyce-Roach, Senior Vice President and City Leader, All Stars Project of Dallas.

There are many opportunities to support the fair as a sponsor, as a vendor, or as a volunteer. Sponsors can donate [here](#). Vendors can register [here](#), and volunteers can sign up [here](#). The deadline to register as a vendor is July 13, and the deadline to register as a volunteer is July 19.

“As both a Dallas ISD parent and someone who works in education every day, I know how important it is for students to begin the school year feeling prepared, confident, and supported,” said Dr. Lindsay Davis, Junior League of Dallas president. “The Mayor’s Back to School Fair helps make that possible for thousands of Dallas families, and the Junior League of Dallas is incredibly proud to power this effort through the recruitment, training, and management of nearly 500 volunteers. Four years into this partnership, it remains one of the most meaningful ways we can invest in students, families, and the future of our city.”

This year, Walmart and Sam's Club have joined the Mayor’s Back to School Fair as title sponsors. Other key sponsors include Target, Amazon, Oncor, Energy Transfer, Sewell Automotive Companies, Atmos Energy, State Fair of Texas, Southern Methodist University, Children’s Health, NBC 5 and Telemundo 39, the Dallas Police Department, Dallas Historical Society, Dallas Water Utilities, Fair Park, Freeman, KJK Security Consultants, and Mosaic Marketing Group.

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