

Adriana's Insurance Turns Back-to-School Into a Celebration of Confidence

More than 4,000 families gathered in Irvine for a day built around kids, community, and a strong start to the school year.

IRVINE, CA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- For one Saturday in Irvine, going back to school looked a lot less like a checklist and a lot more like a celebration.

By the time the first kids arrived, it was clear this wasn't going to feel like a typical back-to-school event. There were families everywhere. Kids were running from one activity to the next, parents were watching them race around the track, music was playing, and the energy kept building throughout the day.



Families gather around tables filled with free backpacks during Adriana's Insurance's community Back-to-School initiative.

“

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Adriana Gallardo

For a few hours, the pressure of getting ready for another school year gave way to something much simpler: kids being kids.

More than 4,000 parents, children, and families came through Adriana's Insurance headquarters in Irvine for the company's Back-to-School Community Fair, the culminating celebration of a statewide initiative that distributed more than 1,500 backpacks and school supply

kits to California students.

The company set out to do more than help families check school supplies off their lists. It wanted children to begin the school year feeling different, more confident, more excited, and reminded that their community was behind them.

"Going back to school is such an important moment for a child," said [Adriana Gallardo](#), Founder

and CEO of Adriana's Insurance. "We wanted to create something that made them feel celebrated. When a child walks into that classroom feeling confident and proud, that can change the way they see the entire year ahead."

And confidence was everywhere.

A child could leave with a fresh haircut and a manicure, race around a kids' F1 track, get up close with reptiles, grab free tacos, and spend the afternoon surrounded by other families doing exactly the same thing. More than 20 vendors and community partners joined the celebration, turning the event into a place where families could find resources while still having a genuinely fun day together.

The community showed up in another way, too.

Thirteen creators, including Neat Martinez, Concrete, Erika Rojo, Jessica Lemus, and others, joined the celebration and brought their audiences into the experience, helping extend the event beyond the walls of the Irvine headquarters.

But perhaps the clearest measure of the day wasn't the attendance number. It was the atmosphere.

The event was designed around a simple belief: children deserve to start the school year feeling like the best version of themselves.

A backpack can help a student feel prepared. A haircut can give them a little more confidence. A day surrounded by family and community can remind them that they are supported.



A young student proudly wears his new backpack as he gets ready to start the school year with confidence.



Families and children come together at Adriana's Insurance's Back-to-School community event, enjoying activities, resources, and a day of celebration.

Together, those moments can mean much more.

That philosophy carried throughout Adriana's Insurance's broader back-to-school initiative, which brought free backpacks and school supplies directly into the communities surrounding its offices. More than 1,500 students received supplies throughout the campaign, while local partners helped create opportunities for families to connect, celebrate, and prepare for the year ahead.

For Adriana's Insurance, the initiative was ultimately about creating a strong beginning.

Because sometimes helping a child succeed starts before the first bell rings.

It starts with making them feel ready.

And it starts with making sure they know their community is cheering them on.

Back-to-School Initiative at a Glance

4,000+ parents, children, and families attended the Irvine celebration

1,500+ backpacks and school supply kits distributed throughout the initiative

20+ vendors and community partners participated

13 creators and influencers engaged, including Neat Martinez, Concrete, Erika Rojo, and Jessica Lemus

Free family activities, food, personal care services, entertainment, and community resources

The Back-to-School campaign is part of Adriana's Insurance's year-round commitment to empowering local families to grow, thrive, and contribute. By uniting local businesses, corporate partners, civic groups, and digital creators around a shared vision, the company has established a proven blueprint for meaningful community integration across California.

To explore strategic partnerships, request media assets, or book executive interviews, contact



Families celebrate Back-to-School season with free backpacks at Adriana's Insurance community event.

the [Community Outreach team](#)

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