

# **MLK DREAM WEEKEND**

**ALL. TOGETHER. NOW.**

# MEDIA KIT

# JANUARY 17-20, 2014

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# MLK DREAM WEEKEND

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## MLK DREAM WEEKEND FACT SHEET

### MISSION

To organize and execute community wide events in Greenville that bring to life the values of Dr. Martin Luther King, Jr.

### WHY GREENVILLE?

As the last county in both South Carolina and the nation to approve the holiday honoring Dr. King, it became apparent that there was both a need and a significant opportunity to bring the community together to celebrate an important milestone. The result has been an annual celebration of Dr. King's vision, as well as our community's diversity and dreams.

### PURPOSE

The 2014 MLK Dream Weekend gives Greenville citizens an opportunity to honor the memory of Dr. Martin Luther King, Jr. while celebrating the diversity of the Upstate community. With compassion, togetherness and a community spirit, our city has achieved success in its work to change lives by exploring possibilities and expanding potential for people of all backgrounds and cultures. As we mark Greenville's ninth annual celebration honoring Dr. King's life and legacy, we will benefit local youth with scholarships.

### COMMUNITY IMPACT

A major part of the MLK Dream Weekend is to empower our youth to further their education beyond high school. At the 2014 Diversity Luncheon, MLK Dream Weekend will award 10 scholarships totaling over \$100,000 adding to the \$240,000 in scholarships that MLK Dream Weekend has provided over the past eight years. More than just events leading up to the King holiday, MLK Dream Weekend has been instrumental in creating opportunities for networking, accountability, coaching, encouragement, inspiration and volunteerism.

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### FOR MORE EVENT INFORMATION CONTACT:

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## SCHEDULE OF EVENTS

The 2014 series of events, hosted by **MLK Dream Weekend**, aim to inspire the community of Greenville to establish Dreams, take Action on them, and Change the Future. We strive every year to add new events and programs to go along with favorites from previous years.

Please mark your calendar for the 2014 events and join our growing community of dreamers.

### FRIDAY, JANUARY 17, 2014 • 7 PM

**MLK PRAYER VIGIL** • Peace Center Graham Plaza

### SATURDAY, JANUARY 18, 2014 • 10 AM TO NOON

**MLK COMMUNITY DAY OF SERVICE** • Various project sites throughout Greenville County  
(in conjunction with Hands on Greenville)

For project descriptions and to sign up, visit:

[www.mlkdreamweekend.com/community-day-of-service](http://www.mlkdreamweekend.com/community-day-of-service)



### MONDAY, JANUARY 20, 2014 • NOON

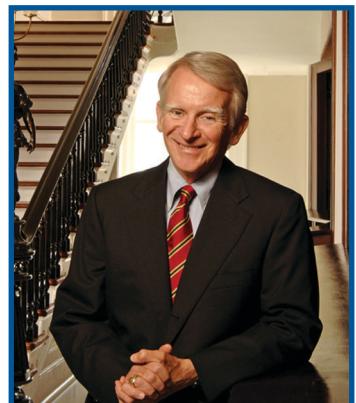
**MLK DIVERSITY LUNCHEON** • TD Convention Center

**Keynote Speaker:** Charleston Mayor, The Honorable Joseph P. Riley, Jr.

Several scholarships to be awarded to deserving youth totaling over \$100,000.  
Musical entertainment provided by Distinguished Gentlemen.

For more information about the Diversity Luncheon, visit:

[www.mlkdreamweekend.com/diversity-luncheon](http://www.mlkdreamweekend.com/diversity-luncheon)



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## THE HONORABLE JOSEPH P. RILEY, JR. MAYOR OF CHARLESTON, SOUTH CAROLINA

Mayor Joseph P. Riley, Jr. is widely considered one of the most visionary and highly effective governmental leaders in America. First elected Mayor in December 1975, Mayor Riley is serving an unprecedented tenth term. Under his leadership, Charleston has increased its commitment to racial harmony and progress, achieved a substantial decrease in crime, experienced a remarkable revitalization of its historic downtown business district, seen the creation and growth of Spoleto Festival U.S.A., added significantly to the City's park system, including the highly celebrated Waterfront Park, developed nationally-acclaimed affordable housing, and experienced unprecedented growth in Charleston's size and population. Mayor Riley has led a city government with an impressive record of innovation in public safety, housing, arts and culture, children's issues, the creation of park and other public spaces, and economic revitalization and development. The City of Charleston is recognized as one of the most livable and progressive cities in the United States.

Mayor Riley has held numerous national leadership positions and received many awards and distinctions. President Barack Obama presented Mayor Riley with the 2009 National Medal of the Arts at the White House for cultivating Charleston's historic and cultural resources to enhance public spaces, and for revitalizing urban centers throughout our nation as founder of the Mayors' Institute on City Design. The American Architectural Foundation and the U. S. Conference of Mayors in February 2010 created The Joseph P. Riley, Jr. Award for Leadership in City Design in his honor. He received the South Carolina Governor's Award in the Humanities in 2005 and the American Society of Landscape Architects' 2004 Olmsted Medal; Governing Magazine named him their Public Official of the Year in 2003 for "leveraging the power of urban design and civic space." The American Architectural Foundation honored him in February 2002 with the Keystone Award for exemplary leadership to those who use architecture to transform their communities; he was named one of the 2004 Giants of Design by House Beautiful Magazine; received the first U. S. Conference of Mayors President's Award in 2000 for outstanding leadership. In July 2000, he was honored as the first recipient of the Urban Land Institute J. C. Nichols Prize for Visionary Urban Development, and in September 2000, was honored with the Arthur J. Clement Award in Race Relations for his battle to remove the confederate flag from the S. C. Statehouse.



Mayor Riley received the 1994 Thomas Jefferson Award from the American Institute of Architects for Public Architecture for "his exceptional leadership and 'Jeffersonian' vision in redefining the promise and, ultimately the future, of our nation and its cities." In 1997, he received the Seaside

Prize from the Seaside Institute for exemplary leadership and contributions to high-quality urban design throughout America. He received the Outstanding Mayors Award from the National Urban Coalition, the Distinguished Citizen Award by the National Association of Realtors and named the 1991 Municipal Leader of the Year by American City & County. Mayor Riley has received the Order of the Palmetto, been named South Carolinian of the Year, and given the 1982 Verner Award by the South Carolina Arts Commission for outstanding contributions to the arts. The Drummond Center, Erskine College, awarded the Mayor the Drummond Award, presented annually to a citizen who exhibits statesmanship in South Carolina.

He served as President of the U. S. Conference of Mayors from 1986 to 1987 and currently serves on the USCM's Executive Committee. He served as Chairman of the Cities Task Force of the Southern Growth Policies Board and was President of the National Association of Democratic Mayors (1988-92).

Joseph P. Riley, Jr. was born in Charleston in 1943. He graduated from Bishop England High School, The Citadel (1964) and the University of South Carolina School of Law (1967). In 1968, Mayor Riley was elected to the South Carolina House of Representatives, where he served for six years. He and his wife Charlotte have two sons, Joe and Bratton, two daughters-in-law, Amy and Leslie, and two grandchildren, Mary Gail and Bratton, Jr., all of whom live in Charleston.



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## SPONSORS

Without the strong support of the community, the MLK Dream Weekend could not accomplish its goals. It is thanks to these companies and organizations and their kind generosity that we are able to continue to honor Dr. King's legacy and celebrate the diversity of our community.

### PRESENTING PARTNER

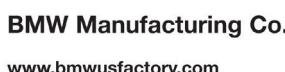


GREENVILLE  
HEALTH SYSTEM

### PLATINUM



### GOLD



### SILVER



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WWW.MLKDRREAMWEEKEND.COM

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## 9TH ANNUAL MLK DREAM WEEKEND ANNOUNCES GUEST SPEAKER AND WEEKEND OF EVENTS

By: Nika White, Marketing Director of the Diversity Committee for MLK Dream Weekend.

Write her at [nwhite@greenvillechamber.org](mailto:nwhite@greenvillechamber.org)

GREENVILLE, S.C. – MLK Dream Weekend is proud to announce this year's Diversity Luncheon guest speaker is Charleston Mayor, The Honorable Joseph P. Riley, Jr.

The weekend of events begins with the Prayer Vigil at the Peace Center Graham Plaza on Friday, January 17th at 7 p.m. The MLK Prayer Vigil is the kick-off event for MLK Dream Weekend featuring focused prayers presented by community leaders, a unity litany & candlelight. Prayers will include: Community, Elected Officials, Families/Youth, Nation, Nonviolence, and Unity. The Community Day of Service is a partnership with United Way of Greenville County Hands on Greenville and takes place January 18th from 10 a.m. to 12 noon at various project sites throughout Greenville County. The weekend concludes on January 20th with the Diversity Luncheon, held at the TD Convention Center beginning at 12 p.m. In previous years the Diversity Banquet has been held during the evening prior to the MLK holiday, but organizers felt moving it to the holiday when students are out of school and many adults are off from work would broaden the reach and make the event more accessible.

Attendees will enjoy an afternoon of dining, entertainment, awards and recognitions, culminating with an inspiring keynote address from Mayor Riley. MLK Dream Weekend Chairman, Pastor Curtis Johnson stated, "We are excited to welcome The Honorable Mayor Riley to the Upstate for this great celebration of Dr. King. Mayor Riley was invited for his numerous leadership accolades including his commitment to racial harmony and his highly effective approach to progress in affordable housing, economic revitalization, and urban development." Hundreds of business leaders and organizations attend this event each year to pay honor to Martin Luther King, Jr., and to celebrate diversity in our community. This year 10 scholarships, totaling over \$100,000, will be awarded during the Diversity Luncheon, as the commitment to young dreamers in the Upstate continues.

Zachary Indiana Dawson, a 2013 MLK Dream Weekend scholarship recipient and a student of Georgia Institute of Technology College of Engineering majoring in Aerospace Engineering, shared how his MLK scholarship is already allowing him exciting opportunities. "I have finished my first semester at Georgia Tech, and I am still very grateful for the MLK Dream Weekend Michelin scholarship awarded to me, and I just wanted to let you know where your scholarship is taking me. I was able to become involved in several activities, such as NSBE (The National Society of Black Engineers) and India Club. Most importantly, it has helped me achieve the grades I wanted, and I was able to finish my first semester with a 4.0 GPA. It takes a village, thank you for being a part of my village."



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*By: Nika White, Marketing Director of the Diversity Committee for MLK Dream Weekend.*

*Write her at [nwhite@greenvillechamber.org](mailto:nwhite@greenvillechamber.org)*

Tickets for the luncheon are \$35 individually and \$300 for a table of 10. They are available online at [www.mlkdreamweekend.com](http://www.mlkdreamweekend.com) and at the following ticket outlets:

Valley Brook Outreach Baptist Church  
BJ's Music Greenville  
Bethlehem Baptist Church  
Greenville County Human Relations Commission

MLK Dream Weekend is an organization of civic and business leaders committed to the cause of Dr. King and the citizens of Greenville County. Initiated in 2006 to establish an annual community-wide celebration of the MLK Holiday for the Greenville, South Carolina area, MLK Dream Weekend is based on Dr. King's dreams of diversity with equality and peace. For more information, please visit [www.mlkdreamweekend.com](http://www.mlkdreamweekend.com).

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