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MLK Dream Weekend Announces New Campaign for 2011 Events

Dreams in Action Change the Future. That statement is the central point of the 2011 MLK Dream Weekend marketing campaign. It was written to serve as a call to action for the community to pursue their dreams. The new campaign has been launched in preparation for the 2011 MLK Dream Weekend, which is planned for January 14-17, 2011.

“[These dreams] are the starting point for changing the future in our lives and our communities,” said Nika White, MLK Dream Weekend marketing director. “By presenting this year’s event with the language of ‘We The Dreamers...’ we are encouraging people to take ownership of their dreams.”

MLK Dream Weekend’s campaign also features a written statement of inspiration, purpose and hope, called the “Dreamers’ Constitution.” This declaration was written based on the powerful ideas and language that the Founding Fathers used when they wrote the Preamble to the Constitution of the United States. The MLK Dream Weekend website will feature the opportunity for individuals to write their own Dreamers’ Constitution as a personal contract to pursue their dreams and take action on those dreams.

The campaign includes a new Facebook fan page. This fan page features custom sections that educate fans about scholarship opportunities and the Dreamers’ Constitution. MLK Dream Weekend will use this tool to share messages of inspiration and to challenge fans to pursue their dreams.

“Inspirations and challenges, successes, feedback and questions will all be welcomed on this fan page,” said White. “It is a resource for building connections, sharing your dreams and collaborating with others.”

MLK Dream Weekend will use both their Facebook fan page and their Twitter account, @MLKDW, to share content designed to inspire, motivate and assist fans in taking action on their dreams. Along with photos, videos and links, these sites will feature important information about the many events hosted or endorsed by MLK Dream Weekend throughout the year.

About MLK Dream Weekend

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.

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