

**FOR IMMEDIATE RELEASE – June 1, 2011**

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### **Local Group Forms to Celebrate National MLK Memorial in Washington, D.C.**

GREENVILLE, S.C. – Dream Builders Project is a new collaborative effort between MLK Dream Weekend and the Dream Builders Group, a capstone project of the Diversity Leaders Initiative at the Riley Institute. The driving purpose of this project is to support the leadership of the Martin Luther King, Jr. National Memorial Foundation, Inc. by activating the people of Greenville to celebrate this historic occasion and the impact that Dr. Martin Luther King, Jr. made on our society.

For more than a decade, the National Memorial Foundation have campaigned and worked toward a memorial on the National Mall in Washington, D.C. that recognizes the life and legacy of Dr. King.

“This memorial is an important achievement for future generations. It is a memorial for all dreamers, a memorial to remind us of the dream,” said Nika White, Director of Marketing for MLK Dream Weekend. “We’re just excited to be able to support the men and women who have made this project a reality and to rally our fellow Greenvillians to join the national celebration.”

The monument, built on a four-acre plot between the Lincoln Memorial and the Jefferson Memorial, is intended to reflect the ideals of Dr. King: democracy, justice, hope and love. The memorial will be dedicated on August 28, 2011, the 48th anniversary of Dr. King’s March on Washington. More than 250,000 people from around the country and the world will gather to celebrate this lasting tribute to Dr. King.

This historic occasion provides Greenvillians with many opportunities to be part of the memorial dedication:

- Volunteer at the Dedication Event in Washington, D.C.
- Attend the Dedication Ceremony, musical tributes and celebrations surrounding the event.
- Donate toward the “Build the Dream” fundraising campaign for the monument.
- Celebrate this significant event in your community, with your friends, and among family.
- Commit to follow your dreams and Dr. King’s principles of equality and hope.

### **About Dream Builders Project**

Dream Builders Project is an organization of civic and business leaders committed to activating the citizens of Greenville County in support of The Martin Luther King, Jr. National Memorial Foundation, Inc. in Washington, D.C. For more information, please visit [www.dreambuildersproject.com](http://www.dreambuildersproject.com).

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