



FOR IMMEDIATE RELEASE – January 13, 2012

Nika White
Director of Marketing
MLK Dream Weekend
nika.white@erwinpenland.com
864-414-6925

Seventh Annual MLK Dream Weekend Commits to Represent King's Dream

GREENVILLE, S.C. – MLK Dream Weekend now in its seventh year promises to deliver upon its mission to honor Dr. King's legacy through a demonstration of diversity, togetherness, community spirit, inspiration and empowerment. To kick off the weekend speaker, Roland S. Martin, an award-winning and multifaceted journalist and author will provide the keynote address at the annual 2012 MLK Diversity Banquet. Martin's speech focuses on the individual responsibility we each have to correct the ills of society today. He will challenge the audience to rebuild our communities house by house, street by street, block by block, neighborhood by neighborhood, city by city, state by state, and then the country.

A nationally syndicated columnist with Creators Syndicate, Mr. Martin is the author of [Listening to the Spirit Within: 50 Perspectives on Faith](#), and [Speak, Brother! A Black Man's View of America](#), and “The First: President Barack Obama’s Road to the White House as originally reported by Roland S. Martin.” Martin is a commentator for [TV One Cable Network](#) and host and managing editor of “Washington Watch with Roland Martin.” He is also a CNN Analyst, appearing on a variety of the network’s shows and is the recipient of more than 30 professional awards for journalistic excellence.

The Diversity Banquet kicks off each year’s MLK Dream Weekend’s events with a night of dining, entertainment, awards and recognition and inspiring keynote address by a high profile speaker. Over 1,000 tickets have been sold to individuals all over the Upstate. Hundreds of business leaders and organizations attend this event to pay honor to Martin Luther King, Jr. and to celebrate diversity in our community. This year 11 scholarships, totaling \$45,000 will be awarded during the Diversity Banquet, once again showing the commitment to young dreamers in the Upstate. Over 130 scholarship applications were received and the winners represent ten different high schools. The competition was stiff with impressive applications to include accolades such as grade point averages higher than 4.0, display of citizenship through community service involvement and evidence of leadership skills.

MLK Dream Weekend's 2012 Diversity Banquet will be held on Friday, January 13th, 2012, at 7 p.m. at the TD Convention Center. This evening is inspirational for all who attend, and we encourage youth groups, colleges, churches, and organizations to show their support by purchasing a table. Tickets are \$60 individually and \$550 for a table of 10. The day of the event tickets will be available online at the following ticket outlets www.mlkdreamweekend.com with limited tickets being sold at the event.

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

"We are eager for the 2012 MLK Dream Weekend. With the recent dedication of the memorial in Washington, we have renewed energy to celebrate the life and legacy of Martin Luther King, Jr. by continuing to put our dreams into action," Nika White, Marketing and Communications Director said.

The weekend continues with the Community Day of Service (in conjunction with United Way's Hands on Greenville) taking place January 14 from 10 a.m. to 12 p.m. at various project sites throughout Greenville. There are about a dozen service projects and still volunteer spots available. Project descriptions and online sign-up can be found on the website at www.mlkdreamweekend.com. The weekend will culminate on January 16, with the Dreams in Action event being held at Greenville High School from 9 a.m. to 1 p.m. This event will feature workshops, entertainment, and general assemblies all focused on helping individuals take action on their dreams. Dreams in Action day is designed to cater to all ages from youth to adults. Some of the sessions covered address topics dealing with finances, health, self-esteem, diversity and inclusion, entrepreneurship, mentoring and more. A full listing of workshops offered can be found on the website at www.mlkdreamweekend.com.

Among the entertainment to take place during the general assemblies at Dreams in Action include, Michael Night, the New York Cowboy who will be performing a tribute song to Dr. King entitled, "Free at Last" to close out the weekend of events. Night is an African American country singer who dares to be different.

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.

###