

**MLK
DREAM
WEEKEND**
ALL. TOGETHER. NOW.



FOR IMMEDIATE RELEASE – January 12, 2010

MLK Dream Weekend Celebrates 5th Year of Honoring Dr. King’s Dream in the Upstate

GREENVILLE, S.C. – MLK Dream Weekend will celebrate its 5th year honoring the life and legacy of Dr. Martin Luther King, Jr. The 2010 events will be held the weekend of January 15-18 and will encourage Upstate residents of all ages and all backgrounds to pursue their own dreams while celebrating the diversity of our community.

MLK Dream Weekend’s 2010 events begin with the Diversity Banquet, which will be held on Friday, January 15 at 7 p.m. at the Hyatt Regency. This night of entertainment, dining and awards will feature keynote speaker Lynn Whitfield, the Emmy-award winning actress. Tickets are \$60 individually and \$550 for a table of 10. They may be purchased online at www.mlkdreamweekend.com.

The Champions of Dreams Community Day, held in conjunction with Hands on Greenville and the United Way of Greenville, provides an opportunity for local non-profit organizations to gain exposure, fundraise, recruit volunteers and solicit community support from 10 a.m. to 2 p.m. on Saturday, January 16, at Sterling Community Center.

The Day of Dreams, will be held on Monday, January 18, 2010 from 9 a.m. to 1 p.m. at Greenville High School. This free event will feature workshops and activities designed to help both youth and adults plan for a successful future, as well as inspiring messages from local dreamers.

Zen in the Westend will host additional events during this year’s celebration, including the 5th Anniversary Celebration & Appreciation Event on Friday, January 15, from 10 p.m. to 2 a.m. and the PlayDate Upstate Social on Saturday, January 16, from 9 p.m. to 2 a.m.

The Teen Dream Night Talent Competition Finale will be hosted by Empow®ment Zone, beginning at 7 p.m. on Saturday, January 16, followed by the Teen Social from 9 p.m. to midnight.

MLK Dream Weekend is able to share Dr. King’s dream with the Upstate community through the generosity of its sponsors. The 2010 Presenting Partner is Greenville Hospital System. Platinum Sponsors for 2010 include 107.3 JAMZ radio, Bethlehem Baptist Church, BI-LO, Charter Communications, Erwin-Penland, Fairway Outdoor Advertising, PECULIAR and Valley Brook Outreach Baptist Church. Gold sponsors for 2010 include BMW, Greenville Business Magazine, The Greenville News, Greenville Technical College, Hand on Greenville, Hyatt Regency, Lockheed Martin, REJOICE Magazine, SunTrust and Walmart.

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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