

# Greenville gets to dream big

BY CINDY LANDRUM  
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Tim Pecoraro grew up in the inner city, his family lacking the money and material things others had.

But Pecoraro didn't let that stop him from becoming the owner of a successful marketing and communications firm.

"By working hard, keeping your integrity and character, dreams can come true. I really believe that," said the 38-year-old Simpsonville resident. "I'm living proof."

Helping other Greenville-area residents make their dreams come true is the idea behind the MLK Dreamer's Community, a new part of Greenville's annual MLK Dream Weekend.

MLK Dream Weekend began in 2006, the first year the Martin Luther King Jr. holiday was recognized after a years-long holdout by the Greenville County Council.

This year's event will be held Jan. 16 through 19.

"Dr. King dreamed real big and he achieved it. We can, too," said Nika White, communication director for MLK Dream Weekend. "We cannot think of a better way to celebrate and honor Dr. King's legacy than providing a forum for members of the community to voice their dreams and for others to help those



Michelle Mogavero/Staff

**DREAMER:** Starting Peculiar Productions and making it a successful marketing and creative communications firm is a dream come true for Simpsonville resident Tim Pecoraro (right).

dreams come true."

The online forum is a place where people of any age, race and ethnicity can post their dreams for others to see.

People who want to post their dreams can go to [www.dreambighedid.com](http://www.dreambighedid.com) and fill out a form that includes a 250 to 500 word "dream statement."

Two individuals will be awarded \$500 each to fulfill their dreams, and the

Greenville Hospital System, MLK Dream Weekend's presenting partner, will award one person \$1,500 to fulfill a health-related dream.

Dreams will be judged on inspiration, commitment to the dream's fulfillment, how the dream might improve a life and overall impression.

Those who don't win the big awards could receive assistance from the >

> community. Anyone can go to the Web site and make a donation via PayPal to help fund a particular dream or donate to a general fund that will be distributed among the dreamers who have the most compelling dream statements.

People can also donate their time, services and advice they would like to share with the dreamers.

The Web site has tips to help people in goal-setting and in how they can reach those goals, White said.

Thirteen dreams are already listed on the site.

They include pursuing an MBA, traveling to every state and every continent, to live abroad for at least three months and to become bilingual, to make amazing music

that will impact people in an originally intimate way, training for a half marathon and finishing under the goal time and helping a mother travel to Italy.

"Our goal is to see people's lives touched," White said. "We want it to last all year, not just one weekend."

Pecoraro, who is one of the people featured in promotional materials for MLK Dream Weekend, said he always knew he was a leader, a communicator and an artist. After working for two industrial controls companies and a nonprofit group, Pecoraro decided to start his own business. It now has 10 employees.

"I was nervous, but because of my history of leadership, communication

and art, I had the foundation," he said. "I really had the faith I could do it, not by taking reckless risks, but with an entrepreneurial spirit."

The Dream Community award recipients will be announced during MLK Dream Weekend.

Other events that weekend include a semiformal Diversity Banquet at 7 p.m. Jan. 16 at the Hyatt Regency. Tickets are \$60 per person or \$550 for a table of 10. Tickets will go on sale Nov. 15.

A Day of Dreams will be held Jan. 19 from 9 a.m. to 1 p.m. at Greenville High. A full schedule for the day is listed on the Web site, [www.mlkdreamweekend.com](http://www.mlkdreamweekend.com).

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