

FOR IMMEDIATE RELEASE – October 19, 2009

MLK Dream Weekend Announces Champion of Dreams Community Day Event

GREENVILLE, S.C., October 19, 2009 – MLK Dream Weekend will host the MLK Champion of Dreams Community Day event on Saturday, January 16, 2010, at Haywood Mall from 10 a.m. to 9 p.m. In conjunction with Hands on Greenville, MLK Dream Weekend has created this event to honor local non-profit and church organizations and to create an opportunity for furthering their successful efforts on behalf of the community.

This event is designed to help local organizations increase awareness of their cause, recruit volunteers, fundraise and solicit community support. By creating a venue supporting these organizations, MLK Dream Weekend hopes to foster a continued focus in the Greater Greenville area on connecting individuals with the hope and resources they need to fulfill their dreams.

“These organizations exemplify the power of dreaming and the importance of pursuing those dreams with great dedication and determination. By honoring these local organizations and churches, we hope to show the community that Greenville can thrive and we can all improve our quality of life,” said Nika White, director of marketing for MLK Dream Weekend.

Non-profit and church organizations interested in participating in the MLK Champion of Dreams Community Day event can register online at www.mlkdreamweekend.com prior to the deadline of December 18, 2009. An information packet with further instructions will be provided to all registrants by January 5, 2010. The non-refundable \$100 registration fee is payable online via PayPal or by check via mail.

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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