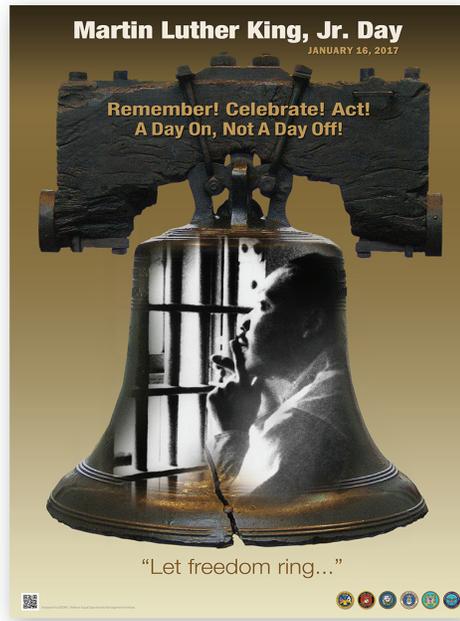


CULTURAL
AWARENESS



OBSERVANCE

Martin Luther King, Jr. Day



FACTS

Dr. Martin Luther King, Jr. is widely regarded as America's pre-eminent advocate of non-violence and one of the greatest civil rights leaders in world history.

Some of Dr. King's most important achievements include:

In 1955, he was recruited to serve as spokesman for the Montgomery Bus Boycott, a campaign to force integration of the city's bus lines. After 381 days of nearly universal participation by citizens of the Black community, the U.S. Supreme Court ruled that racial segregation in transportation was unconstitutional.

In 1957, he was elected president of the Southern Christian Leadership Conference (SCLC), an organization designed to provide new leadership for the burgeoning civil rights movement.

In 1963, along with fellow SCLC leader Ralph Abernathy, he set up the Birmingham Campaign. The campaign was a model of nonviolent direct action protest and through the media, drew the world's attention to racial segregation in the South.

Later in 1963, he was one of the driving forces behind the March for Jobs and Freedom, more commonly known as the March on Washington. It was here Dr. King delivered his famous "*I Have a Dream*" speech, which cemented his status as a social change leader.

Later that year he was named Time magazine's "*Man of the Year*."

In 1964, at 35 years old, he became the youngest person to win the Nobel Peace Prize.

Also in 1964, partly due to the March on Washington, Congress passed the landmark Civil Rights Act, essentially eliminating legalized racial segregation in the United States.

The next year, 1965, Congress passed the Voting Rights Act, which eliminated the remaining barriers to voting for African Americans and other minorities.

Dr. Martin Luther King, Jr.'s leadership ended abruptly and tragically on April 4th, 1968, when he was assassinated at the Lorraine Motel in Memphis, Tennessee.

Each year, Americans across the country come together on Martin Luther King, Jr. Day to serve their neighbors and communities. The day represents the opportunity to start the year off right by making a positive impact in the community.

