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FOR IMMEDIATE RELEASE

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MARTIN LUTHER KING, JR. NATIONAL MEMORIAL AND NCAA PARTNER TOGETHER: MODEL OF MLK MEMORIAL TO BE DISPLAYED AT NCAA HALL OF CHAMPIONS

(WASHINGTON, DC) — A model of the Memorial that will be built to honor Dr. Martin Luther King, Jr. on the National Mall in Washington, DC is on display now through May 14 at the National Collegiate Athletic Association (NCAA) Hall of Champions in Indianapolis. Visitors will view a model and sketches of the first memorial to be built on the national Mall to honor a person of color.

“We are proudly displaying the Martin Luther King, Jr. National Memorial model as a evidence of the NCAA’s commitment to diversity,” said George Smith, Managing Director of the Hall of Champions. “We welcome all citizens who have ever benefited from Dr. King’s ideals of freedom, equality, and peace —which should be all of us—to view the model.”

The King Memorial will be built on the Tidal Basin, adjacent to the F.D.R. Memorial and in a direct line between the Lincoln and Jefferson Memorials. Congress passed Joint Resolutions in 1996 authorizing Alpha Phi Alpha Fraternity, Inc. to establish a memorial honoring Dr. King to be built in Washington, DC. President Clinton signed a Joint Congressional Resolution in 1998. This four-acre memorial will be the first on the National Mall to honor a person of color. The cost of the Memorial is \$100 million, all of which must be raised by private funds. Groundbreaking will take place in late 2006 and the project will be completed in 2008.

“We are thrilled that the NCAA Hall of Champions will display the MLK Memorial model for the thousands of guests who visit on a weekly basis,” said Harry E. Johnson, Sr., President of the National Martin Luther King, Jr. Memorial Foundation. “This display is part of our effort to turbo charge the new public awareness phase of the Memorial campaign and encourage all citizens to learn more about building the memorial by visiting www.buildthedream.org.

The King Memorial’s corporate and foundation sponsors include: General Motors, Tommy Hilfiger, Inc., J.W. Marriott Foundation, Aflac, Bank of America Charitable Foundation, Bell South, Fannie Mae, and the Ford Motor Fund. The board includes: Mrs. Coretta Scott King, Ambassador Andrew Young, Gary Cowger, Suzanne DePasse, George Foreman, William Gray, III, Willie Gary, Joel Horowitz, Vernon Jordan, Tommy Hilfiger, Franklin Raines, David Stern, Jack Valenti, and Dr. Robert Wright. Morgan Freeman, Nelly, and Carlos Santana star in television and radio public services announcements (PSAs).

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Washington, DC Martin Luther King, Jr. National Memorial Foundation

A memorial honoring Dr. Martin Luther King, Jr. will be built on the National Mall in Washington, DC. The four-acre memorial, the first on the Mall to honor a person of color, will be situated adjacent to the F.D.R. Memorial and in a direct line between the Lincoln and Jefferson Memorials. For more information, please visit www.buildthedream.org.

NCAA Hall of Champions

The NCAA Hall of Champions is a 25,000 square foot facility that celebrates the journey of the NCAA student-athlete. The Hall of Champions is located in White River State Park in downtown Indianapolis. Ticket prices are as follows: Adults/Seniors - \$3; Students - \$2; Children 5 years of age and under are admitted free of charge. For more information, contact the NCAA Hall of Champions at 800/735-NCAA.

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Media Notes: To schedule an interview with Harry Johnson, please contact Rica Orszag at 202-558-5432 or via cell at 202-253-8974.