



## PRESS RELEASE

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### **MARTIN LUTHER KING, JR. MEMORIAL ANNOUNCES \$5 MILLION FUNDRAISING GOAL FOR BLACK HISTORY MONTH**

#### ***Adds Aggressive Public Phase to "Build the Dream" Campaign***

Washington, DC – In celebration of Black History Month, the Martin Luther King, Jr. National Memorial Foundation announces a \$5 million public fundraising goal for the month of February. This will serve as a key component in building the four-acre MLK Memorial on the National Mall in Washington, DC.

All contributors who make a minimum of a \$5 contribution to the Memorial will receive a blue MLK Memorial Foundation "build the dream" bracelet. The Foundation's Black History Month initiatives also include television and radio PSAs featuring Morgan Freeman, Samiaire Armstrong, Bishop Clarence McClendon and Nelly, special events, and promotions with major corporate partners including General Motors, Tommy Hilfiger, Aflac, and Procter and Gamble.

"We are turbo charging the Martin Luther King Memorial campaign -- asking all Americans to become partners in building the Memorial by logging on to [www.buildthedream.org](http://www.buildthedream.org) or calling 888-4THEDREAM," said Harry E. Johnson, President of the MLK Memorial Foundation. "Dr. King spoke of 'the fierce urgency of now'. Here at the foundation, we feel that urgency, and ask for your help by giving whatever you can. Every donation will help us build the dream."

Contributors will join a rapidly growing list of supporters including all living former U.S. Presidents, Nancy Reagan, and Lady Bird Johnson. Additionally, Coretta Scott King, former UN Ambassador Andy Young, and Gary Cowger the President of General Motors North America lead the Foundation's Board. Board members include: George Foreman; Willie Gary, Senior Partner at Gary, Williams, & Parenti, Tommy Hilfiger, Principal Designer, Tommy Hilfiger, USA; Joel Horowitz, Chairman of the Board, Tommy Hilfiger, USA; Vernon Jordan, Senior Managing Director, Lazard Freres & Company, LLC; J.W. Marriott, Jr., Chairman & CEO, Marriott International, Inc.; Richard Parsons, CEO, Time Warner; Franklin D. Raines, former Chairman & CEO, Fannie Mae; Daniel Snyder, Owner, Washington Redskins; Dr. Robert L. Wright, Chairman Emeritus & Senior Advisor, Dimensions International, Inc.; and Jack Valenti, former Chairman & CEO, the Motion Picture Association.

A "Dream Team" of cultural icons have also signed on to lend their support including: Muhammad Ali, Dr. Maya Angelou, Angela Bassett, Kenny "Babyface" Edmonds, Laurence Fishburne, Harrison Ford, Morgan Freeman, Whoopi Goldberg, Samuel L. Jackson, Joseph C. Phillips, Al Roker, Carlos Santana, Martin Sheen, Tavis Smiley, and Jerry Stackhouse.

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The Foundation has raised \$33 million of the \$100 million needed to build and maintain the Memorial alongside monuments to George Washington, Thomas Jefferson and Franklin Delano Roosevelt. The Foundation needs to raise a total of \$66 million to break ground at the end of this year, with the target of dedicating the Memorial in 2007. All donations to the Foundation are tax deductible. For more information, please visit [www.buildthedream.org](http://www.buildthedream.org).

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Media notes: If you are interested in an interview with Harry E. Johnson, Sr., please contact Rica Rodman Orszag at [ricarodman@yahoo.com](mailto:ricarodman@yahoo.com) or 202-253-8974. For more information, please visit [www.buildthedream.org](http://www.buildthedream.org).