



# 2018 Timeline

## **January 9-15, 2018: King Holiday Observance**

*An annual observance where The King Center celebrates the MLK, Jr. National Holiday by hosting events that honor the life and legacy of Dr. King which include:*

***Salute to Greatness Awards Gala:** Annual event where The King Center presents one of the highest honors, the Salute to Greatness Award.*

***Kick-Off Reception / Dream Forward Awards:** The King Center begins the King Holiday Observance by hosting a reception, while recognizing Community Leaders who work closely with The King Center*

***Book Signing:** The event features Literary Artists from the movement, writers that reflect the spirit of Dr. King's teachings, and Members of the King Family*

***Students with King:** Children are introduced to leaders and friends who worked with or shared in the experiences with Dr. King.*

***Beloved Community Talks:** A platform where The King Center promotes Dr. King's vision of The Beloved Community and convenes influencers around the globe and the community to address issues of impacting humanity.*

***MLK, Jr. Commemorative Service:** The Annual Ecumenical Service honoring Dr. King*

## **April 4th, 2018 Commemorative Events**

### **Global "Love for Humanity: 50 Acts of Service or Kindness" Campaign**

*This worldwide campaign will launch on the Dr. Martin Luther King Jr. National Holiday and conclude on April 4th. Participants will commit to completing fifty acts of kindness or service during the time period that have positive impact on their community. These can be done individually or in conjunction with major civic organizations.*

### **MLK Jr. Peace Prize Award Ceremony**

*The event honors leaders of humanity who have made courageous contributions for peace on the national and global stage.*

### **April 5th – 6th, 2018 Beloved Community Talks: 50th Anniversary Edition, Atlanta, GA**

*A continuous conversation focused on addressing the "Triple Evils" Dr. King emphasized: poverty, racism, and war, featuring the world's greatest public intellectuals, innovative thinkers, and global policy leaders.*

**April 6th - 7th, 2018: MLK50 Forward -Next Generation Focus**

*Global “Together We Win” Hackathon: A global call to young people to create new technological solutions to end poverty, in partnership with the world’s leading tech companies.*

*King Centennials Speak: The Centennial Generation of “King Children” host an event highlighting youth all over the world doing innovative and extraordinary work for humanity*

**April 3rd - 9th, 2018: “Mountaintop Moments”**

*Around the world, people will reflect on their own “Mountaintop Moment” - like Dr. King, and depict the future as they see it from their “mountaintops”. These “inspiramercials” (inspiring commercials) will be depicted through visual art, song, digital media, spoken word and more.*

**April 7th - 8th, 2018: Global Faith Leaders Commemoration**

*A global call to faith leaders to commemorate Dr. King and his vision for change in weekend services.*

**April 9th, 2018: Service and Memorial March from Ebenezer to Morehouse**

*A multi-faith service followed by a march in Atlanta, GA commemorating the iconic funeral procession.*

**June 23-26, 2018: 50th Anniversary of the Founding of The King Center**



Media Contact For The King Center:  
Carmen Luisa Coya- 404 408 2103  
[ccoya@thekingcenter.org](mailto:ccoya@thekingcenter.org)

**THE KING CENTER LEADS THE NATION AND WORLD IN COMMEMORATING THE 50<sup>th</sup> ANNIVERSARIES OF DR. MARTIN LUTHER KING, JR.'S ASSASSINATION AND THE FOUNDING OF THE KING CENTER**

*THEME FOR 2018 COMMEMORATIONS:*

*MLK50 FORWARD: TOGETHER WE WIN WITH LOVE FOR HUMANITY*

ATLANTA- April 17, 2017. The King Center leads the nation and world in the global commemoration of the 50<sup>th</sup> anniversary of Dr. Martin Luther King, Jr.'s assassination and the commemoration of 50<sup>th</sup> anniversary of The King Center's founding. Key organizations across the world, including the National Civil Rights Museum, are joining with The King Center to facilitate a year of 'edutainment' and empowerment designed to engage youth, students, families, faith communities, marketplace leaders and others in remembering Dr. King's assassination. Dr. King was assassinated on April 4, 1968 at Memphis' Lorraine Motel, which is now the home of the National Civil Rights Museum.

With *MLK50 Forward: Together We Win with Love for Humanity* as the global theme, The King Center will host a broad spectrum of events and initiatives in global commemoration of the 50<sup>th</sup> anniversary of Dr. King's assassination (April 4, 1968) and in commemoration of the 50<sup>th</sup> anniversary of The King Center's founding (June 26, 1968). The Center's intergenerational, interactive engagement with the international community will be closely aligned with the Center's mission to prepare global citizens to create a more just, humane and peaceful world using Dr. King's nonviolent philosophy and methodology, which the Center calls Nonviolence 365™ or NV365™.

The Center will serve as the communication and planning hub for programs and initiatives. Organizations and individuals, across what Dr. King described as the "world house," who are interested in providing volunteer or monetary support, and/or who wish to engage their local communities in the 2018 50<sup>th</sup> anniversary commemorations, should visit [MLK50Forward.org](http://MLK50Forward.org). Toolkits will be provided to guide organizations and communities around the world in recognizing the assassination.

"Two weeks ago, we commemorated the 50<sup>th</sup> anniversary of my father's prolific message, 'Beyond Vietnam: A Time to Break Silence,' and the 49<sup>th</sup> anniversary of his assassination with special programs focused on the responsibility of faith leaders in building the Beloved Community. Even as we remembered these 2017 anniversaries, we were planning for the 2018 occasions to honor my parents, lift humanity, and encourage the work of justice," shares Dr. Bernice A. King, CEO of The King Center and youngest daughter of Dr. Martin Luther King Jr. and King Center founder, Coretta Scott King.

Dr. Bernice A. King continues, "2018 will be a reflective, yet powerfully relevant, year for The King Center. It also promises to be momentous for those who join the Center in not only remembering my

father's death and celebrating my mother's legacy as founder of the Center, but also unite with us in educating, equipping and empowering humanity to move forward. Both my parents deposited a wealth of wisdom, in the form of writings, speeches, and demonstration, on this earth. The 2018 50<sup>th</sup> anniversary commemorations will highlight what they deposited, while also inspiring and informing us about how to build the Beloved Community by cultivating what they left us."

The global commemoration of the 50<sup>th</sup> anniversary of Dr. King's assassination will be held April 4-9, 2018. Events commemorating the 50<sup>th</sup> anniversary of the founding of The King Center will be held June 23-26, 2018. Among King Center signature experiences for the 50<sup>th</sup> anniversary commemorations will be a Beloved Community Global Expo and Leadership Summit; a special exhibit in honor of Coretta Scott King; a retracing of the April 9, 1968 processional from Ebenezer Baptist Church to Dr. King's undergraduate alma mater, Morehouse College, that will culminate with a Call to Action; an interactive Nonviolence365™ technology experience for youth; Nonviolence365™ issue-oriented and arena-focused educational experiences for youth and adults; entertainment events that inspire a love ethic, peacemaking, global citizenry and building the Beloved Community; an Atlanta-Memphis experience as a component of the Center's faith-based initiative, Better Together, which unites faith leaders and galvanizes them around racial reconciliation and community transformation. Other events and initiatives will be announced in the coming months.

In Memphis, Tennessee, where Dr. King was assassinated, the National Civil Rights Museum recently kicked off a year-long multi-cultural, multi-generational commemoration in honor of Dr. King's life and legacy. Their focus, *MLK50: Where Do We Go From Here?*, will honor and reflect on the past, evaluate the present, and propose solutions for the future- all leading to the April 4<sup>th</sup> commemoration of the 50<sup>th</sup> anniversary of Dr. King's assassination at the Lorraine Motel, which is now a part of the Museum. Throughout the commemorative year, a special website, [mlk50.civilrightsmuseum.org](http://mlk50.civilrightsmuseum.org), will serve as the official portal for storytelling, engagement, a master calendar and updates on the MLK50 initiatives.

Also in Atlanta, Georgia, Judy Forte, Superintendent for the National Park Services, the Center's national partner, shares a snapshot of what is in the works, "The Martin Luther King, Jr. National Historic Site, in partnership with The King Center is in the process of finalizing plans to observe the 50th Anniversary of the Assassination of Dr. Martin Luther King, Jr. A special ceremony will be held on Monday, April 9, 2018, at Historic Ebenezer Baptist Church Heritage Sanctuary, to commemorate the day of Dr. King's funeral and entombment. A photo exhibition of Dr. King's assassination will be displayed in the DREAM Gallery. The exhibition will include the historic caisson used to carry his casket from Ebenezer Baptist Church to the Morehouse College campus. Throughout 2017 and 2018, we will provide dynamic youth engagement opportunities, and offer unique and special educational forums where the public can remember, experience and honor the life and legacy of Dr. King."

Dr. Bernice A. King states, "As we move into the 21<sup>st</sup> century, it is incumbent upon us to realize that, while Dr. Martin Luther King Jr. and Coretta Scott King were global, influential leaders who answered divine calls to fulfill great assignments, we, too, have assignments to complete. Together, we can, in our various roles and capacities, lovingly use our skills to build the Beloved Community and win for humanity. As my father stated, 'Human progress is neither automatic nor inevitable... Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals.' We invite you to 'step toward the goal' with us. Join us in sharing about and participating in the special 2018 50<sup>th</sup> Anniversary Commemorations and in embracing the spirit of our theme, *MLK50 Forward: Together We Win with Love for Humanity.*"

Additional partners in the commemoration include: Historic Ebenezer Baptist Church, SCLC, The Martin Luther King, Jr. International Chapel at Morehouse College, and the State of Georgia Martin Luther King, Jr. Advisory Council. To learn more about opportunities for community leadership, sponsorship and volunteering, please visit [www.mlk50forward.org](http://www.mlk50forward.org). The site will be continually updated with more info on King Center signature events and with corresponding initiatives throughout the world. Please stay connected with via Facebook (The King Center), Twitter (@TheKingCenter), and Instagram (@thekingcenter), as announcements of events will be posted regularly.

### **About The King Center**

*The Martin Luther King Jr. Center for Nonviolent Social Change (The King Center) is a 501(c)3 organization established in 1968 by Mrs. Coretta Scott King. The King Center is the official living memorial and programmatic nonprofit organization committed to educating the world on the life, legacy, and teachings of Dr. Martin Luther King, Jr. The King Center serves to inspire new generations to carry forward his unfinished work, strengthen causes and empower change-makers who are continuing his efforts today. The King Center's premiere educational initiative, Nonviolence365™, is based on Dr. King's nonviolent philosophy and engages participants from various sectors of society, including emerging and next generation leaders, in modules and exercises that enhance communication, leadership, interpersonal and conflict reconciliation skills. To learn more about The King Center and how you may get involved or participate in the Center's NV365™ training, visit <http://www.thekingcenter.org/>. To support The King Center's efforts through donations, please [click here](#).*

### **About National Park Services**

For more information, visit [www.nps.gov/malu](http://www.nps.gov/malu) and stay connected on Twitter (@MLKJrNHSNPS), Facebook (MartinLutherKingJrNPS), Instagram (martinlutherkingjrnp) and YouTube (@mlkjrnhsp). Media Contact for National Park Services: Officer Rebecca Karcher-404 787-3377 [Rebecca\\_karcher@nps.gov](mailto:Rebecca_karcher@nps.gov)

The NATIONAL CIVIL RIGHTS MUSEUM, located at the historic Lorraine Motel where civil rights leader Dr. Martin Luther King, Jr. was assassinated, gives a comprehensive overview of the American Civil Rights Movement from 1619 to the present. Since the Museum opened in 1991, millions of visitors from around the world have come, including more than 80,000 students annually. Serving as the new public square, the Museum is steadfast in its mission to chronicle the American civil rights movement, examine today's global civil and human rights issues, provoke thoughtful debate and serve as a catalyst for positive social change.

A Smithsonian Affiliate and an internationally acclaimed cultural institution, the Museum was recognized as TripAdvisor Travelers' Choice Top 5% U.S. Museum, USA Today's Top 10 Best American Iconic Attractions; Top 10 Best Historical Spots in the U.S. by TLC's Family Travel; Must See by the Age of 15 by Budget Travel and Kids; Top 10, American Treasures by USA Today; and Best Memphis Attraction by The Commercial Appeal and the Memphis Business Journal.

Media Contact for National Civil rights Museum:

Faith Morris, Chief Marketing & External Affairs Officer, National Civil Rights Museum  
901.527.1226 office 312.813.6965 cell [fmorris@civilrightsmuseum.org](mailto:fmorris@civilrightsmuseum.org)  
Website: [www.civilrightsmuseum.org](http://www.civilrightsmuseum.org)