

BUILD THE DREAM

WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL PROJECT FOUNDATION NEWSLETTER
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*A Newsletter From the
Washington, DC
Martin Luther King, Jr.
National Memorial
Project Foundation, Inc.*

DESIGN-BUILD TEAM NAMED FOR MARTIN LUTHER KING, JR. NATIONAL MEMORIAL

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. announced that the McKissack & McKissack / Turner Construction Company / Gilford Corporation / Tompkins Builders, Inc. Joint Venture will serve as the Design-Build team for the Memorial.

“After an extensive search, the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, is proud that McKissack / Turner / Gilford / Tompkins will join the team of dedicated individuals, organizations, and corporations working to build this historic memorial,” said Harry E. Johnson, Sr., President and CEO, Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc.



Design-Build Team at June 15th Press Announcement

“Designing and constructing a memorial to Dr. Martin Luther King, Jr. — one of my personal heroes — on the National Mall is a chance of a lifetime,” said Ms. McKissack, President and Chief Executive Officer of McKissack & McKissack. “As we work to refine and construct the memorial, we will be reminded of the ideals of hope, democracy, love, and peace for which Dr. King stood.”

For further information about the Design-Build Team, please access the Foundation’s website: www.buildthedesign.org

MARYLAND BECOMES FIRST STATE TO SUPPORT DR. KING’S NATIONAL MEMORIAL WITH \$500,000 DONATION

Under the leadership of State Representative Herman L. Taylor, the State of Maryland entered history by being the first state to appropriate money to the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation in the amount of \$500,000. Representative Taylor working with the members of the Iota Upsilon Lambda Chapter of the Alpha Phi Alpha Fraternity, Inc. ushered through the appropriation by gaining support of his fellow legislators.

The Memorial Foundation is pleased that the State of Maryland and its citizens have shown the overwhelming support of Dr. King’s vision for democracy, justice, love, and hope.

DREAM KEEPERS PROGRAM RAISES \$60,000 TOWARDS MEMORIAL PROJECT

With the conclusion of the Dream Keepers Program, over 160 colleges and universities participated by raising \$60,000 towards the building of the National Memorial honoring the life and legacy of Dr. Martin Luther King, Jr. This total is \$40,000 over the original \$20,000 goal established when the college program was initiated.

Congratulations on a “job well done” to all participating colleges and universities!

Just in time for summer - make a \$15 donation and receive your Dream Keepers tee shirt. A contribution of \$25.00 gets two, for you and a friend! Visit our www.buildthedream.org website, today!

'DINNER WITH STRANGERS' LEADS TO SURPRISE 1K DONATION TO MLK PROJECT

In early May 2007, a college student in St. Louis received an invitation to attend dinner with twenty complete strangers two nights later. The student accepted, and the result was an improbable \$1,000 donation from a prominent business leader to help fund the Martin Luther King Jr. Memorial Project in Washington, D.C.

This semester, MBA students in Adjunct Professor Ron Rubin's 'Selected Topics in Entrepreneurship' course at Saint Louis University read the book, *The First Thirty* by Jillip Naysinthe Paxson. *The First Thirty* is based on the true story of educator, artist and philanthropist Greg Forbes Siegman, his efforts to bring people of different backgrounds together, and the extent to which his college experience and civil rights leaders like Dr. Martin Luther King, Jr. influenced his desire to do it.

Siegman hosts dinners for complete strangers -- calling them "Dinners with Friends, except nobody knows each other." Rubin, his wife Pam, and Leonard Johnson (Harris-Stowe State University Student Government Association President) were among the twenty people who attended the dinner in St. Louis.

A few days earlier, the Student Government Associations at Harris-Stowe and Saint Louis University announced plans to partner in raising \$10,000 for the Martin Luther King Jr. Memorial Project in Washington, D.C. Through this commitment, HSSU and SLU join many other colleges and universities recognized as "Dream Keepers." This marks the first time the two universities have partnered for a project.

The Rubin's were so impressed by Johnson's efforts after learning about them during the dinner that they decided to make an unsolicited \$1,000 donation to the Memorial Project.

"LIVING BY EXAMPLE" STUDENTS RAISE FUNDS TO SUPPORT MARTIN LUTHER KING, JR. NATIONAL MEMORIAL



Students of the Moss Side Middle School 5th Grade Social Studies Class Display a Photo of Dr. King

This year at [Moss Side Middle School](#) our 5th grade Social Studies classes analyzed the "I Have a Dream" speech of Dr. Martin Luther King, Jr. The specific goal was to see how he wanted each of us to keep his dream alive. The speech reminded us that it is not what you do for yourself that counts,

but it is what you do to encourage others. Dr. King followed through by living his dream by example.

As part of an extended research project, Tulip Serbin located the Martin Luther King, Jr. National Memorial Project website. It was her proposal that the classes raise money and donate the proceeds to the fund by sponsoring a "walk-o-thon."

Using pedometers, students had friends and family pledge a penny per step. Twenty students stepped up to the challenge and their combined efforts yielded \$808.00.

Fifth Grade Teacher Pircilla Pryor says, I am so encouraged and indeed proud by the fact that these young people took the time to be living examples that Dr. King's dream is important enough to support by raising money for the Memorial Project. "Building the Dream" will always be a part of their lives however, giving so that others can benefit, extends the dream even more.

JACKSONVILLE STUDENTS CELEBRATE BLACK HISTORY MONTH WITH SUPPORT FROM MEMORIAL FOUNDATION



Students at the Northwestern Middle School Book Club

Last February, students from [Northwestern Middle School Book Club in Jacksonville, Florida](#) did a Black History Month project on Dr. Martin Luther King, Jr. In search of material on Dr. Martin Luther King, Jr. they contacted the Memorial Foundation seeking a fresh perspective on the civil rights leader. The Foundation generously provided "Kids for King" sweatshirts for each of the students in addition to educational materials as they chronicled the history of Dr. King, as well as other historical activists and events that occurred during the Civil Rights Movement. Congratulations to Catherine Massey and the students at the Northwestern Middle School Book Club! You get an "A+" for this project.

SCULPTOR OF RECORD AND QUOTATIONS SELECTED FOR MARTIN LUTHER KING MEMORIAL

The Memorial Foundation announced on February 15th the selected quotations from Dr. King's writing, sermons and speeches that will be permanently engraved into the memorial walls. The four principles of democracy, justice, hope and love are the themes and inspiration for these selections. Additionally, the Memorial Foundation announced Master Lei Yixin as the Sculptor of Record who will carve the image of Dr. King into the 'Stone of Hope', the centerpiece of the Memorial.

After careful consideration of sculptors worldwide, Master Lei was chosen because of his talent, vast expertise working with granite, and his experience with sculptures on a grand scale. Master Lei is considered both a living national treasure of China as well as a first-class sculptor.

Start of construction of the Memorial is projected for this year with a 2008 Completion, planned.

MAJOR CONTRIBUTIONS

Prudential Financial Contributes \$1 Million to Martin Luther King, Jr. National Memorial Project

The Washington, D.C. Martin Luther King, Jr. National Memorial Project moved another step closer to the needed \$100 million for its completion as a result of a \$1 million contribution by Prudential Financial, Inc.

Art Ryan, Chairman and CEO of Prudential Financial, Inc., announced at a Washington, DC press conference the \$1 million contribution because of the company's commitment to the ideals and dreams of Dr. King for social justice and equal opportunity for all Americans.

Joining in the press conference was Congressman Donald Payne, who represents Newark, New Jersey, the national headquarters for Prudential, and Harry E. Johnson, Sr., President and CEO of the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc.

NATIONAL ASSOCIATION OF REALTORS(R) DONATES \$1 MILLION

The [National Association of Realtors \(NAR\)](#) donated \$1 million in February to help build the Martin Luther King, Jr. National Memorial. Congressman James E. Clyburn, and Congressman John Lewis participated in the afternoon ceremony at the U.S. Capitol.

"We are honored to be here today and to have these three distinguished, important members of Congress here with us as we make this contribution on behalf of the NAR members who try every day to live and work by many of Dr. King's guiding principles. Each of these gentlemen has a long history and a strong record of fighting for equality and fairness in housing and in every day life," said Pat Vredevoogd Combs, President of NAR. "We are proud to be a part of the effort to build a permanent home to honor Dr. King on our National Mall."

MARTIN LUTHER KING, JR. NATIONAL MEMORIAL RECEIVES TOTAL OF \$3 MILLION FROM CIGNA, SHELL OIL COMPANY AND VERIZON FOUNDATION

[CIGNA](#), [Shell Oil Company](#), and the [Verizon Foundation](#) each announced a \$1 million contribution to help build the Memorial this past January.

"CIGNA, Shell Oil Company, and the Verizon Foundation, along with General Motors, the Tommy Hilfiger Corporate Foundation and our other major donors will be permanently etched on the Visitor Center Donor Wall on the National Mall

at the Memorial site," said Harry E. Johnson, Sr., President of the Memorial Foundation. "The world will see that they were instrumental in honoring the life of Martin Luther King and the fact that he made this world better for all."

"Sponsorship of the Martin Luther King, Jr. Memorial is a fitting tribute to a passionate civil rights advocate who was larger than life," said CIGNA Chairman and CEO H. Edward Hanway. "Martin Luther King, Jr. inspired and challenged us to overcome adversity and make a positive difference in our community and our country. Through this memorial, Martin Luther King, Jr.'s message will ring true for generations to come," Hanway said.

"Shell Oil Company is proud to commemorate the life and work of Dr. Martin Luther King, Jr. by donating one million dollars to the MLK National Memorial," said John Hofmeister, President of Shell Oil Company. "At Shell, creating an inclusive environment that elicits the very best from our employees is fundamental to our success, because as recognized by Dr. King, true strength lies in a diversity of talents."

"The presentation of one million dollars to the Memorial Foundation is another example of Verizon's commitment to diversity and the American ideals of democracy and equality," said Patrick Gaston, President of the Verizon Foundation. "We are delighted to support the Memorial's educational goals, which will enlighten millions of visitors in the years to come about Dr. King's historical accomplishments."

DUPONT ANNOUNCES \$1 MILLION DONATION

[DuPont](#) Chairman and CEO Charles O. Holliday, Jr. announced in January that the company will contribute \$1 million to the Memorial Foundation.

Speaking at the 16th annual Dr. Martin Luther King, Jr. Day of Celebration in Wilmington, Delaware Holliday said, "The memorial will honor not only a great man, but also the values he lived by. This contribution is another step in our long tradition of supporting commemorations that honor Dr. King. This support dates back to our leadership in joining others to have this day declared a national holiday. We look forward to the day when a fitting memorial to Dr. King is dedicated in Washington."

SONY PICTURES MAKES CONTRIBUTION TO THE MARTIN LUTHER KING, JR. NATIONAL MEMORIAL PROJECT

[Sony Pictures](#) announced in January the company will donate 2.5% (approximately \$650,000) of the opening weekend box office receipts of [STOMP THE YARD](#) to the Memorial Foundation. [STOMP THE YARD](#) was #1 at the box office for the 4-day weekend and brought in an estimated \$26 million.

A compelling drama about the quest for individuality and the power of fraternity, [STOMP THE YARD](#) is set in the world of black Greek letter organizations. Sony Pictures is making the donation in honor of the Alpha Phi Alpha fraternity, of which Dr. King was a member. In contributing to the Martin Luther



King Memorial Project Foundation, the studio honored the spirit of Dr. King, whose life continues to inspire the youth of today.

TV ONE SIGNS ON AS MEDIA PARTNER FOR THE MARTIN LUTHER KING, JR. NATIONAL MEMORIAL PROJECT FOUNDATION

TV One and the Washington, DC Martin Luther King Jr. National Memorial Project Foundation announced last February that TV One has signed as an official media partner to build a Memorial to Martin Luther King, Jr.

“TV One is proud to be part of this important effort to make sure that, for generations to come, Dr. King’s dream will be kept alive, and people of all colors, ethnicities and ages can touch it, live it and help fulfill it every day,” said TV One President and CEO Johnathan Rodgers. “As a black-owned media company located only footsteps away from our nation’s capital, we at TV One feel a special passion for helping to make this dream a reality.”

TV One has created “Build the Dream” spots featuring TV One talent and prominent African American supporters including Jesse Jackson, Terrence Howard, Andrew Young, Dick Gregory and Victoria Rowell. TV One’s own prominent hosts, “Turn Up the Heat” chef G. Garvin “Who’s Got Jokes” host, comedian and actor Bill Bellamy and “The Cool Factor’s” Kim Coles appear in the spots as well.

CITY OF DENVER SUPPORTS MEMORIAL PROJECT DURING BLACK HISTORY MONTH

The City of Denver kicked off Black History Month with a challenge from Mayor John Hickenlooper calling on all citizens to donate \$2. Fifteen Denver Safeway stores joined the effort and currently displayed collection boxes in their stores.

Donations raised from February 1st through May 30th totaled **\$30,000**.

HARRY JOHNSON, PRESIDENT & CEO OF THE WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL PROJECT FOUNDATION, INC. RINGS NYSE OPENING BELLSM



Executives, supporters and sponsors of the Washington, DC Martin Luther King, Jr. National Memorial.

Executives, supporters and sponsors of the Washington, DC Martin Luther King, Jr. National Memorial rang the [NYSE Opening Bell](#) this past January to kick off the inaugural year of construction of the Memorial to Dr. King.

“I am proud that the New York Stock Exchange has given us the opportunity to highlight our team of corporate, foundation, and individual supporters that are helping to build the Martin Luther King, Jr. National Memorial on the National Mall in Washington,” said Harry E. Johnson, Sr., President of the Foundation.

FAITH-BASED INITIATIVE

The Memorial Foundation started its faith-based campaign as an attempt to raise funds through churches and other religious organizations. Currently, the Memorial Foundation has active initiatives running in several major metropolitan areas across the nation including, Houston, Chicago, and the District of Columbia and in the past few years have raised significant funding toward construction of the Memorial.

If you and your church are interested in becoming part of the faith-based initiative, please contact Kerry Ann T. Powell, Director of Fundraising Development, at the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. main number: [\(202\) 737-5420](tel:(202)737-5420) or visit us at: www.mlkmemorial.org/believer/

Total Amount Raised by Faith-Based Organizations since Memorial Foundation’s Inception in 1998: \$775,355.21

The Memorial Foundation greatly appreciates the generosity of its faith-based contributors. Below are a few of the communities of faith that have partnered with the Memorial Foundation to honor Dr. King:

\$100,000 - \$300,000

Windsor Village United Methodist Church

\$50,000 - \$99,999

Friendship-West Baptist Church
Hartford Memorial Baptist Church
Wheeler Avenue Baptist Church
The Peoples Community Baptist Church

\$10,000 - \$49,999

Antioch Fellowship Missionary Baptist Church
Brentwood Baptist Church
Concord Church
Freewill Missionary Baptist Church
Lilly Baptist Church
Mt. Enon Baptist Church
St. Luke “Community” United Methodist Church
World Overcomers Outreach Ministries Church

\$5,000 - \$9,999

Alfred Street Baptist Church
Archdiocese of Detroit
God’s Barn
Greater Christ Baptist Church
Greater Grace Temple
Pilgrim Rest Missionary Baptist Church
Sixth Avenue Baptist Church
Union Chapel M.B. Church

UPCOMING DREAM DINNERS

The Memorial Foundation announced it will host a June 27 Houston Dream Dinner to help raise the remaining funds to build the memorial on the National Mall. Dinner Co-Chairs include boxing legend George Foreman, Shell Oil Co. President John Hofmeister, Continental Airlines Chairman and CEO Larry Kellner, and BP America, Inc. CEO Robert A. Malone, Jeff Moseley, President and CEO of the Greater Houston Partnership is also playing a major role in helping organize the dinner.

Tentative plans include Philadelphia, Chicago and Atlanta.

TOMMY HILFIGER, RUSSELL SIMMONS, QUINCY JONES, JOEL HOROWITZ, DAVID STERN, AND EDGAR BRONFMAN, JR. TO CO-CHAIR 'DREAM CONCERT' FOR MARTIN LUTHER KING, JR. NATIONAL MEMORIAL

Tommy Hilfiger, Russell Simmons, Quincy Jones, Joel Horowitz, David Stern and Edgar Bronfman, Jr. will spearhead a one-night only concert to benefit the building of Dr. King's Memorial on the National Mall. *The Dream Concert* will be an historic gathering of all-star musicians to be announced in the near future. Music icons and Grammy award winning songwriters and record producers Jimmy Jam and Terry Lewis have come on-board as artistic directors, while Muhammad Ali, Angela Bassett, Jamie Foxx, Whoopi Goldberg, Cuba Gooding, Jr., Michael Jordan, Magic Johnson, Kerry Washington and former Mayor David Dinkins are lending their support to the concert's Host Committee. *The Dream Concert* will be held at the iconic Radio City Music Hall on September 18, 2007, with tickets available to the general public this summer.

Additional information about *The Dream Concert* will be updated on the Memorial Foundation's www.buildthedream.org website.

IN MEMORIAM

Statement by Harry E. Johnson, Sr. President and CEO, Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. on the passing of Mr. Jack Valenti



Jack Valenti at LA Dream Dinner

On behalf of the Executive Leadership Cabinet (ELC), Board of Directors and staff of the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc we express our deepest sympathy on the death of our friend and ELC member, Jack Valenti.

Jack's personal recollections of Dr. King and the civil rights movement were an inspiration to all. He was a tremendous supporter of the Memorial Project and will truly be missed.

Our condolences to his family.

Statement by Harry E. Johnson, Sr. President and CEO, Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. on the passing of Yolanda King



Yolanda at the Nov. 13th Ceremonial Groundbreaking

On behalf of the Executive Leadership Cabinet (ELC), Board of Directors and staff of the Washington, DC Martin Luther King, Jr. National Memorial

I WILL HELP BUILD THE DREAM!

My contribution is enclosed for:

\$25 \$50 \$75 \$100 Other _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____

E-MAIL ADDRESS _____

ORGANIZATION _____

Please charge my credit card:

Visa MasterCard AmericanExpress



CARD NUMBER _____

EXPIRATION DATE _____

Please make your tax-deductible donation payable to: **MLK National Memorial Foundation**, and mail to:

Washington, DC Martin Luther King, Jr.
National Memorial Project Foundation, Inc.
Department 211
Washington, DC 20055

Project Foundation, Inc., we mourn the loss of Yolanda King who fought for racial harmony.

Like Dr. King, her efforts to build a more perfect world were cut short, but the National Memorial to her father will be a tribute of

what Dr. King, Yolanda and the entire King family stood for.

Our hearts and prayers are with the King family.



A LETTER FROM THE CFO

Dear Friend,

Let me begin by saying how much I appreciate your support to build a memorial to Dr. Martin Luther King, Jr. on the National Mall. The words "thank you" does not seem sufficient to express my heartfelt feelings and appreciation of your help.

If it were not for friends like you, we would not have reached \$79 million. This is a significant accomplishment considering where we started. But we cannot rest now. We can see the finish line of the beginning of construction and that's why I need your help.

The Memorial Foundation wants to start construction in December, 2007 and has launched a grassroots campaign to raise another \$3 million to make the start of construction a reality. As in the past, whatever amount you can donate -- \$5, \$500, or even \$5,000 -- to help us meet this goal will be greatly appreciated.

In closing, please make your contribution today to help us "Build the Dream" by completing the coupon below and mail it with your donation or visit www.mlkmemorial.org/NewsletterDonate to make your contribution online.

Either way, please let me hear from you today.

Thanks in advance for your continued support.

Richard Marshall

CFO

P.S. On another note, below is an advanced "sneak peek" of the image of Dr. King emerging from the Stone of Hope. I feel it is the best sculpted image I have seen of Dr. King and I hope you feel the same. Help me make this rendering a reality by making your contribution either by mail or online today. Thanks again.



WASHINGTON, DC
MARTIN LUTHER KING, JR.
NATIONAL MEMORIAL
PROJECT FOUNDATION, INC.
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MAKE THE WASHINGTON, DC **MARTIN LUTHER KING, JR. NATIONAL MEMORIAL** A REALITY.

BUILD THE DREAM!