



MARTIN LUTHER KING, JR. DAY OF SERVICE

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★

January 2015

Dear PSA Director,

Dr. Martin Luther King, Jr. devoted his life to equality, social justice, economic advancement, and opportunity for all. He challenged us to build a more perfect union and taught us that everyone has a role to play in making America what it ought to be. With his leadership, our nation made great strides against racial discrimination and toward increased civil rights.

Forty-five years after his death, Dr. King's example can continue to guide us in addressing our nation's most critical issues today. Each of us can contribute to strengthening our own communities by serving in Dr. King's honor on the King Holiday and throughout the year. And, by making service part of our daily lives, we can help realize Dr. King's dream. Together we can work to create opportunities for Americans to strengthen economic opportunity, ensure that more young people graduate from high school; that Americans of all ages have healthier futures; and support our military families and veterans.

To help inspire more Americans to get involved, we have produced **TV PSAs in Spanish and English featuring civil rights luminaries Congressman John Lewis, Ruby Bridges, Reverend Dr. Joseph Lowery, and former U.S. Senator Harris Wofford remembering Dr. King and his legacy of service.** The PSAs reminds us of the importance of keeping Dr. King's legacy of service alive and challenges us to make service a part of our lives – every day of the year. To find a volunteer opportunity in your community, visit www.MLKDay.gov.

Please take a few minutes to review the enclosed spots. We hope you will put them in rotation from now through February 19, 2015. By putting them into rotation, you can help us make the King Day of Service a DAY ON, as well as help local community groups fulfill their missions and expand their reach throughout the year.

Thank you for the consideration.

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MLKDay.gov