

Darci E. McConnell
McConnell Communications, Inc.
(313) 686-8094 (mobile)
darci@dmcconnell.com

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FOR IMMEDIATE RELEASE

VIDEO CONTEST FOR HIGH SCHOOL, COLLEGE STUDENTS ANNOUNCED

Competition tied to King Anniversary March; weekly meetings offer march updates

(DETROIT, MI) - As part of the 50th Anniversary Commemoration of Dr. Martin Luther King Jr.'s 1963 Walk to Freedom, a video contest for high school and college students launched on Saturday, May 11, 2013.

The "Now Is the Time" contest asks entrants to upload a one-minute video to explain how they are helping with community rebuilding in Detroit--essentially living up to King's dream. Participants may enter by June 8, 2013, by going to www.freedomwalkdetroit.com/contest. First prize is an Apple MacBook Pro, and second prize is an Apple iPad Mini.

"We thought it was important that we connect King's legacy with today's actions, and youths working toward Detroit's revitalization is a perfect way to do that," said Rev. Wendell Anthony, president, Detroit Branch NAACP and one of the march's organizers.

The public will have the opportunity to vote on the videos, and the winner will be announced on June 22, 2013, as part of the anniversary celebration.

On June 21-22, 2013, the Detroit Branch NAACP, UAW-Ford, UAW-GM and other community organizations will host "Freedom Walk: We Shall Not Default on Our Freedom." The memorial will include day-long sessions, "Voices for Action," to discuss issues such as ways to overcome voting barriers and discrimination, on Friday the 21st, followed by the Saturday the 22nd march down Woodward Avenue following the same route taken by King. **More details about the walk, workshops and contest will be provided at weekly community meetings held at the branch office, 8220 2nd Avenue every Wednesday at 6 p.m. through June 19.**

"We have many milestones to celebrate since King walked Detroit's streets some fifty years ago," said UAW International Vice President Jimmy Settles. "But we are asking that everyone 'take a step' toward finding solutions as we go forward and the anniversary celebration is a good place to start."

For more information on the two-day anniversary commemoration, go to www.freedomwalkdetroit.com or contact the Detroit Branch NAACP at 313.871.2087.

