

# DREAM BUILDERS GROUP

**DIVERSITY LEADERS INITIATIVE  
AT THE RILEY INSTITUTE**

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# DREAM BUILDERS PROJECT

GREENVILLIANS FOR MLK NATIONAL MEMORIAL

**BUILD THE DREAM**  
[www.dreambuildersproject.com](http://www.dreambuildersproject.com)

**MLK  
DREAM  
WEEKEND**  
ALL. TOGETHER. NOW.

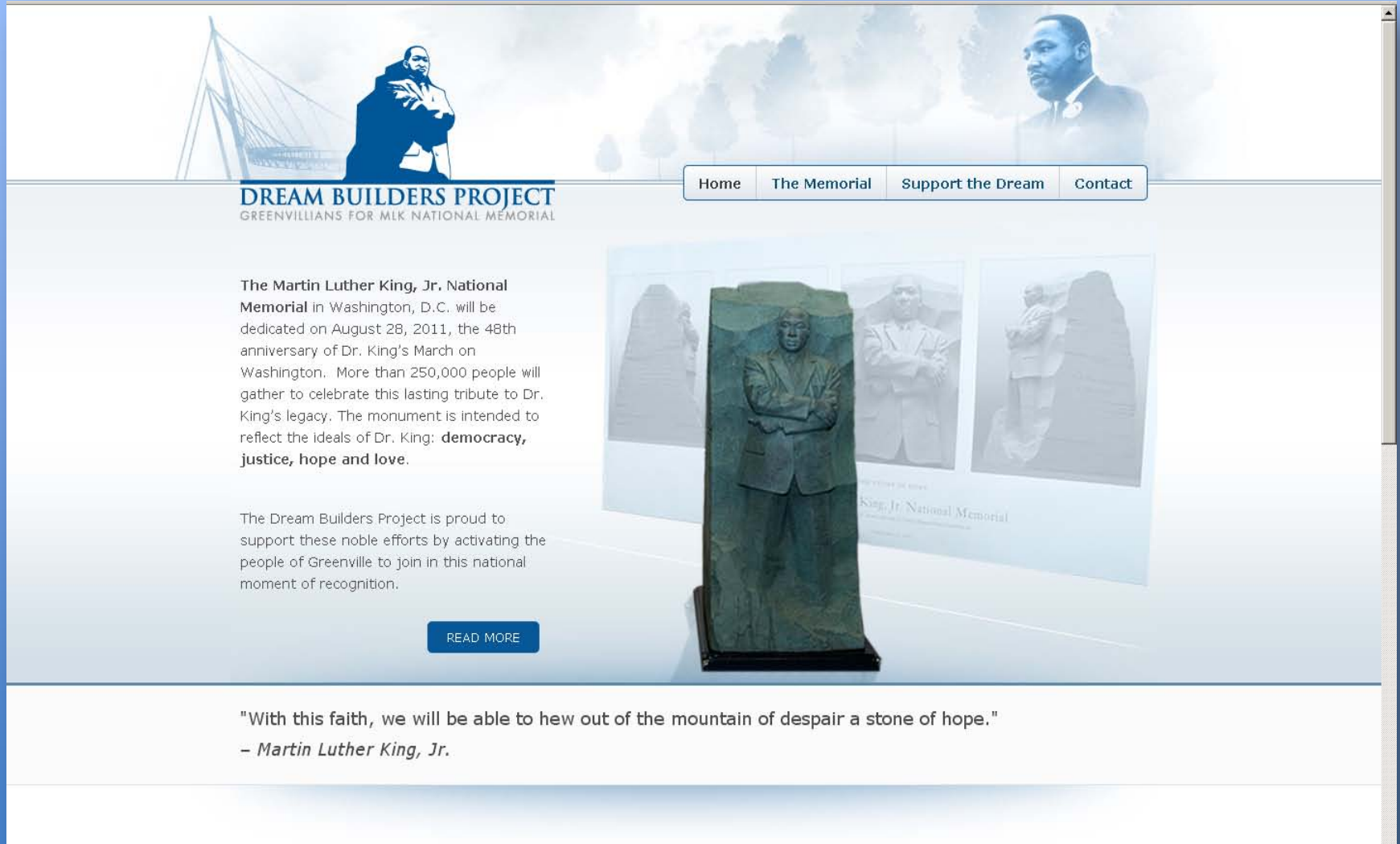
**DREAM  
BUILDERS  
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AT THE RILEY INSTITUTE

# Virtual Tour

# Awareness Campaign

# Website Homepage

## www.dreambuildersproject.com



The Martin Luther King, Jr. National Memorial in Washington, D.C. will be dedicated on August 28, 2011, the 48th anniversary of Dr. King's March on Washington. More than 250,000 people will gather to celebrate this lasting tribute to Dr. King's legacy. The monument is intended to reflect the ideals of Dr. King: **democracy, justice, hope and love.**

The Dream Builders Project is proud to support these noble efforts by activating the people of Greenville to join in this national moment of recognition.

[READ MORE](#)

"With this faith, we will be able to hew out of the mountain of despair a stone of hope."  
– Martin Luther King, Jr.

# Website Secondary Page

## www.dreambuildersproject.com



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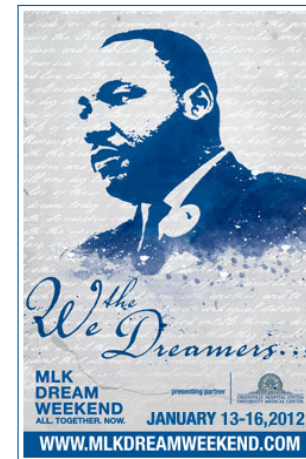
[Home](#)[The Memorial](#)[Support the Dream](#)[Contact](#)

### About the Memorial

This memorial is not designed to be experienced in a single way with one single message, but rather it is to have a broad accessibility, appealing to all of the senses with diverse, repetitive and overlapping themes. The introduction of an arcing berm into the horizontal arrangement of the site creates an array of spaces suitable for movement, viewing, sitting, meeting, speaking and congregating in large and small groups. The use of water creates different moods, from calm and quiet wellsprings to glistening sheets, to rushing foment. Mists will help cool the environment in the warm summer months and textured stone will recall the movement of falling water in the cold winter months. The varied treatment and texture of water, stone and landscape will create an environment that is inviting and functional in all seasons and from year to year.



Like streams flowing into a mighty river, the 24 niches along the upper walkway commemorate the contribution of the many individuals that gave their lives in different ways to the civil rights movement – from Medgar Evers to the four children murdered by a bomb blast at the Sixteenth Street Baptist Church in Birmingham.

[DONATE TODAY](#)

# Web Banner Ad





# TV PSA



# Digital Outdoor Board

48 YEARS FROM  
MARCH TO  
MEMORIAL

[www.dreambuildersproject.com](http://www.dreambuildersproject.com)



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**DREAM BUILDERS PROJECT**  
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# Digital Outdoor Board



**DREAM BUILDERS PROJECT**  
GREENVILLIANS FOR MLK NATIONAL MEMORIAL

A MEMORIAL FOR ALL  
**DREAMERS**

**[www.dreambuildersproject.com](http://www.dreambuildersproject.com)**

# Digital Outdoor Board

A MEMORIAL  
TO REMIND US  
OF THE DREAM



DREAM BUILDERS PROJECT

GREENVILLIANS FOR MLK NATIONAL MEMORIAL

[www.dreambuildersproject.com](http://www.dreambuildersproject.com)

# Flyer



## DREAM BUILDERS PROJECT

GREENVILLIANS FOR MLK NATIONAL MEMORIAL

THE MARTIN LUTHER KING, JR. NATIONAL MEMORIAL in Washington, D.C. will be dedicated on August 28, 2011, the 48th anniversary of Dr. King's March on Washington. More than 250,000 people will gather to celebrate this lasting tribute to Dr. King's legacy. The monument is intended to reflect the ideals of Dr. King: **democracy, justice, hope and love.**

For more than a decade, the men and women of the National Memorial Project Foundation, Inc. have campaigned and worked for this memorial to become a reality.

The Dream Builders Project is proud to support these noble efforts by activating the people of Greenville to join in this national moment of recognition. This historic occasion provides Greenvilleans with many opportunities to be part of the memorial dedication:

- Volunteer at the Dedication Event in Washington, D.C.
- Attend the Dedication Ceremony, musical tributes, and celebrations surrounding this event.
- Donate toward the "Build the Dream" fundraising campaign for the monument.
- Celebrate this significant event in your community, with your friends, and among family.
- Commit to follow your dreams and Dr. King's principles of equality and hope.

For more information and to get involved in supporting  
The Martin Luther King, Jr. National Memorial, visit our website:

**[www.dreambuildersproject.com](http://www.dreambuildersproject.com)**

# BUILD THE DREAM

Presented to you by MLK Dream Weekend and the Dream Builders Group, a capstone project of the Diversity Leaders Initiative at the Riley Institute.

**MLK  
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GROUP**  
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AT THE RILEY INSTITUTE

# Email Blast



**DREAM BUILDERS PROJECT**  
GREENVILLIANS FOR MLK NATIONAL MEMORIAL

## Our Purpose

The Martin Luther King, JR. National Memorial in Washington, DC. will be dedicated on August 28, 2011, the 48th anniversary of Dr. King's March on Washington. More than 250,000 people will gather to celebrate this lasting tribute to Dr. King's legacy. The monument is intended to reflect the ideals of Dr. King: **democracy, justice, hope and love.**

For more than a decade, the men and women of the National Memorial Project Foundation, Inc. have campaigned and worked for this memorial to become a reality.

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## What You Can Do

The Dream Builders Project is proud to support these noble efforts by activating the people of Greenville to join in this national moment of recognition. This historic occasion provides Greenvillians with many opportunities to be part of the memorial dedication:

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# BUILD THE DREAM

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# Event Marketing

- Upstate Black Expo, June 18<sup>th</sup>
- JAMZ Back to School Event, August 2<sup>nd</sup>
- JAMZ Family Reunion, August 12 – 13<sup>th</sup>

# Facebook

DREAM  
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MLK Dream Weekend - Mozilla Firefox

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What's on your mind?

**MLK Dream Weekend**  
Help support the MLK National Memorial by visiting  
www.dreambuildersproject.com.

**MLK Dream Builders Project | Washington D.C., Martin Luther King National Memorial**  
www.dreambuildersproject.com

The Martin Luther King, Jr. National Memorial in Washington, D.C. will be dedicated on August 28, 2011, the 48th anniversary of Dr. King's March on Washington. More than 250,000 people will gather to celebrate this lasting tribute to Dr. King's legacy. The monument is intended to reflect the ideals

205 Impressions · 0% Feedback  
Wednesday at 12:07pm · Like · Comment · Share

**MLK Dream Weekend**  
is so proud to be a recipient of the Upstate Diversity Leadership Award presented by Riley Institute at Furman University, and the Greenville, Anderson and Spartanburg Chambers of Commerce.

351 Impressions · 0.85% Feedback  
May 4 at 7:55pm · Like · Comment

Ava Smith and 2 others like this.

Write a comment...

Admins (9) [?] See All

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Your ad text here.

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Start | Inbox - Mailbox - Nika W... | Dream Builders.pptx - Mi... | DB Project.docx - Micros... | Mozilla Firefox | Downloads | MLK Dream Weekend ...

11:13 AM



# News Media Pitches



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**WHO**

For more than a decade, the men and women of the National Memorial Project Foundation, Inc. have campaigned and worked for this memorial to become a reality.

The Dream Builders Project is proud to support these noble efforts by activating the people of Greenville to join in this moment of national recognition. The Dream Builders Project is a collaborative effort between MLK Dream Weekend and the Dream Builders Group, a capstone project of the Diversity Leaders Initiative at the Riley Institute.

**WHAT**

The Martin Luther King, Jr. National Memorial in Washington, D.C. will be dedicated on August 28, 2011, the 48th anniversary of Dr. King's March on Washington.

More than 250,000 people from around the country and the world will gather to celebrate this lasting tribute to Dr. King's legacy. The monument is intended to reflect the ideals of Dr. King: democracy, justice, hope and love.

The Dream Builders Project formed to encourage the people of Greenville to celebrate this historic occasion and the impact that Dr. Martin Luther King, Jr. made on our society.

**WHEN**

The Dedication of the Memorial will be held at 11 a.m. on Sunday, August 28, 2011. A full week of celebratory events will precede the Dedication event, including musical tributes and a public expo that details the history of the memorial and Dr. King's legacy.

**WHERE**

Events will be held at the memorial and in the surrounding area. Dr. King's memorial site is located on a four-acre plot between the Lincoln Memorial and the Jefferson Memorial on The National Mall in Washington, D.C.

**WHY**

This historic occasion provides Greenvillians with many opportunities to be part of the memorial dedication:

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# News Media Interviews



June 2011



July 14, 2011

# How you can help



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