



**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

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**Community Coalition to Celebrate Theme “We Are King’s Dream”
in 33rd Annual Kingdom Day Parade**

WHAT: [Community Coalition](#) and its members will march in the 33rd Annual [Kingdom Day Parade](#) and celebrate the life and legacy of Martin Luther King, Jr. with the theme of “We Are King’s Dream.” This year marks the 50th Anniversary of Martin Luther King, Jr.’s assassination and this theme reminds us of his vision to move from “an era of civil rights to the era of human rights” and that we must continue to organize and fight for the most vulnerable communities.

Sparked by The Poor People’s Campaign of 1967-1968, “We Are King’s Dream” will highlight that as a country we need to invest in people not prisons, including those re-entering society, quality jobs, affordable housing, safe green and neighborhood spaces and services for our youth. Community Coalition will also host a booth at the festival in Leimert Park after the parade.

WHEN: Monday, January 15, 2018 from 10:00 am – 1:00 pm (Parade); 10:00 am – 4:00 pm (Leimert Park Festival)

WHERE: The parade starts at 10:00 am at Western Ave. and MLK Boulevard and proceeds west of MLK to Crenshaw and south on Crenshaw to Vernon. The parade will be broadcast live on ABC-7 from 11:00 am to 1:00 pm. After the parade, there will be a festival at Leimert Park.

WHO: **Alberto Retana**, Community Coalition President & CEO and South Los Angeles Community Coalition Members

About Community Coalition:

For nearly 30 years, Community Coalition has provided a hub to elevate South LA’s voice and empower residents to take control over the future of their neighborhoods. Community Coalition works with residents to build a prosperous and healthy South LA with safe neighborhoods, quality schools, and a strong social safety net. The Coalition continues to work

on positive economic development that reduces crime, poverty and substance abuse in South LA through resident organizing, direct advocacy and community support services.

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