



Do Something Kindness & Justice Challenge

What is it?

The Do Something Kindness & Justice Challenge is a national, school-based leadership program that invites students in grades K-12 to learn about and perform Acts of Kindness (helping others) and Justice (standing up for what is right) for two weeks following the Martin Luther King, Jr. Holiday (January 18-29, 1999). The program is sponsored by Do Something, a national nonprofit organization that inspires, trains, funds and mobilizes young people to be leaders who measurably strengthen their communities, and Applied Materials, a Fortune 500 global growth company and the world's largest supplier of wafer fabrication systems and services to the global semiconductor industry.

How does it work?

Teachers and students at

every school in the nation are invited to participate in the Do Something Kindness & Justice Challenge. Between January 18 and January 29, 1999, students in participating classes or student organizations perform individual Acts of Kindness and Justice while learning important values such as respect, responsibility, tolerance, compassion, generosity and moral courage from an innovative, age-appropriate curriculum. Students and teachers can post their "Acts" on an interactive Internet website (www.dosomething.org) and share stories and experiences with other participating students from org across the country.

How do I Get Involved?

Educators can register for the 1999 Do Something Kindness & Justice Challenge on the Internet at www.dosomething.org or by writing to Do Something at 423

West 55th Street, 8th Floor, New York, New York 10019 (Attention: KJ Challenge). Each teacher who registers will receive an Educator Kit with an age-appropriate curriculum that includes two weeks of daily lessons, instructions for posting Acts of Kindness and Justice on the Internet and incentives to encourage student participation.

Are there Prizes?

Yes! Participating students will receive a certificate of participation signed by Martin Luther King III, included in the Do Something Kindness and Justice Challenge curriculum materials. The student who performs the most Acts in the nation will receive a National Champion Trophy, a computer and a year's worth of video rentals from Blockbuster. The school committing the most Acts nationally will receive a National Champion Trophy. The top student and school in each state will also receive a

State Champion Trophy.

Why a Kindness & Justice Challenge?

Do Something created the Kindness & Justice Challenge to teach students how individual Acts of Kindness and Justice can make a difference in their homes, schools and communities. Do Something's overall goal is to inspire young people to believe that change is possible and to help them take action to strengthen their communities. Do Something created Kindness & Justice Challenge around the Martin Luther King, Jr. Holiday to recognize, honor and pay tribute to the significant impact Martin Luther King, Jr. made on generations of Americans. MLK embodied the ideals of Kindness and Justice - equality for all, nonviolent resolution of issues, respect for differences and moral courage. Timing the KJ Challenge to correspond with MLK, Jr. Day is an opportunity to "keep the dream alive."

The Death of the Dream:

JAN. 6, 1964, WAS A LONG DAY FOR Martin Luther King Jr. He spent the morning seated in the reserved section of the Supreme Court, listening as lawyers argued *New York Times Co. v. Sullivan*, a landmark case rising out of King's crusade against segregation in Alabama. The minister was something of an honored guest: Justice Arthur Goldberg quietly sent down a copy of King's account of the Montgomery bus boycott, "Stride Toward Freedom," asking for an autograph. That night King retired to his room at the Willard Hotel.

I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident: that all men are created equal." I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slaveowners will be able to sit down together at a table of brotherhood. I have a dream that one day even the state of Mississippi, a desert state, sweltering with the heat of injustice and oppression, will be transformed into an oasis of freedom and justice. I have a dream that my four children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today. I have a dream that one day the state of Alabama, whose Governor's lips are presently dripping with the words of interposition and nullification, will be transformed into a situation where little girls and black girls will be able to join hands with little white girls and white girls and walk together as sisters and brothers. I have a dream today. I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed, and all flesh shall see it together. This is our hope. This is the faith with which I return to the South. With this faith we will be able to hew out of the mountain of despair a stone of hope. With this faith we will be able to transform the jangling discords of our nation into a beautiful symphony of brotherhood. With this faith we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day. This will be the day when all of God's children will be able to sing with a new meaning, "My country, 'tis of thee, sweet land of liberty, of thee I sing. Land where my fathers died, land of the pilgrim's pride, from every mountainside, let freedom ring." And if America is to be a great nation, this must become true. So let freedom ring from the prodigious hilltops of New Hampshire. Let freedom ring from the mighty mountains of New York. Let freedom ring from the heightening Alleghenies of Pennsylvania! Let freedom ring from the snow-capped Rockies of Colorado! Let freedom ring from the sun-drenched peaks of California! But not only that; let freedom ring from Stone Mountain of Georgia! Let freedom ring from Lookout Mountain of Tennessee! Let freedom ring from the molehill of Mississippi. From every mountainside, let freedom ring. When we let freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will reach the speed of light when all of God's children, be they white or black, men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, "Free at last! Free at last! Thank God Almighty, we are free at last!"

ONE VOICE

ONE HEART

ONE SOUL

ONE KING

Martin Luther King, Jr. was born in Atlanta, Georgia on January 15, 1929. His religious upbringing in the King home shaped his destiny and thereby shaped the destiny of Black Americans, now and for evermore. He graduated from Morehouse College at the age of nineteen and entered Crozer Theological Seminary in Pennsylvania. He graduated at the top of his class and was awarded a Doctoral Fellowship to Boston University. Upon receiving his Doctoral Degree in 1955, Martin Luther King returned to the South to pastor the Dexter Avenue Baptist Church in Montgomery Alabama. King founded the Southern Christian Leadership Conference in Atlanta on January 10, 1957 to coordinate all civil rights activities. On December 10, 1964 at the age of 35, he received the Nobel Peace Prize. Martin Luther King was assassinated while protesting the rights of 1,200 sanitation workers in Memphis, Tennessee on April 4, 1968.



Pillar Of Fire

America in the King Years, 1963-65

It was a landmark time in America's history, marked by rampant social upheaval and profound personal sacrifice. At its moral and political center rose an extraordinary social movement built on the concept of nonviolence, led by one charismatic individual: Martin Luther King, Jr. In the first volume in his trilogy of the civil rights era, the Pulitzer-Prize winning *Parting the Waters*, Taylor Branch followed the infancy of a movement and the baptism of its leader. Branch now continues his chronicle of America's explosive struggle for equal rights for all its citizens - and the rise of the man who moved legions to combat oppression with nonviolence - in *Pillar Of Fire: America in the King Years, 1963-65* (A Touchstone Book/Simon & Schuster Trade Paperbacks; January 1999; \$17.00). A New York Times bestseller, this second volume captures the heat of breakthrough battles around the nation - from collisions of towering egos to remarkable acts of courage among ordinary men and women, black and white.

"There is no historical precedent for Birmingham, Alabama, in April and May of 1963, when the power balance of a great nation turned out on clashing armies or global commerce but on the youngest student demonstrators of African descent, down to the first- and second-graders," Branch writes in his preface. "The miracle of Birmingham might have stood alone as the culmination of a freedom movement grown slowly out of Southern black churches. Yet it was merely the strongest of many tides that crested in the movement's peak years, 1963-65. They challenged, inspired, and confounded America over the meaning of simple words: dignity, equal votes, equal souls. They gripped Malcolm X along with President Johnson, buffeted the watchwords 'integration' and 'non-violence', broke bodies and spirits, enlarged freedom."

Drawing on the fifteen years of research - including nearly two thousand interviews and new primary sources, from FBI wiretaps to White House telephone recordings - Branch vividly portrays this

pivotal time in America's history. He delves behind the scenes of grassroots stands and milestone incidents - from voting rights pickets in Mississippi to the segregated jail cells of St. Augustine, Florida; from petty jealousies within front-line civil rights groups, including the NAACP, to the assassination of Medgar Evers and the Goodman, Cheney, Swemer murders; from the Shakespearean intrigues of J. Edgar Hoover and Robert Kennedy to the March on Washington. The high-stakes action unfolds against the tumultuous dawn of Johnson's presidency - which saw the passage of groundbreaking civil rights legislation and changed the very structure of partisan politics by delivering the South to the Republicans - and America's escalating involvement in Vietnam.

A seminal and gripping work of history, *Pillar Of Fire* immortalizes a chapter in America's distinctive quest for equality and freedom, while enriching our collective understanding of a unique of dissension, intrigue, sacrifice and determination in our not-so-distant past.

"Our Friend, Martin"

An animated feature-length home video on the life of Dr. Martin Luther King

New York, NY (January 5, 1999) - Universal Records is set to release the direct for *Our Friend, Martin*, 20th Century Fox Home Entertainment's animated direct for video movie on the life and times of Dr. Martin Luther King, Jr., which also features archival footage of the slain civil rights leader. Both the film and the universal soundtrack will be in stores on Tuesday, January 12, 1999 to coincide with the national King holiday on January 18th, and Black History Month in February. The video and soundtrack will be sold separately.

The 11-track album features a mixture of R&B and hip-hop songs, from both established and up-and-

coming artists. The lead single, "Feelin' It," is a funky rap R&B track performed by Antuan & Ray Ray of the 10-member hip-hop clique, The Biv 10 Pee Wees. Assembled by Michael Bivins, The Biv 10 Pee Wees, who range in age from 7 to 14, are rappers and singers who hail from New York, Philadelphia and Los Angeles.

Other key tracks on the *Our Friend, Martin* soundtrack include Stevie Wonder's birthday tribute to Dr. King, "Happy Birthday," Marvin Gaye's timeless protest song, "What's Going On," Diana Ross classic peace anthem, "Reach Out And Touch (Somebody's Hand)," Brian Mc

Knight and Diana King's praise-filled, "When We Were Kings," Montell Jordan's "I Do" and Salt 'N' Pepa's "Imagine" remix featuring Sheryl Crow. Newcomer include Debelah Morgan's dance remake of "Ain't No Mountain High Enough."

On January 15th, Dr. King's actual birth date (1929), the King family, celebrities and entertainers will gather at The Martin Luther King Center in Atlanta for the movie's world premiere.

Plcontact Wendy Washington, VP Media Relations, Universal Records, 212-373-0702, for more information regarding the *Our Friend, Martin* soundtrack.

Dr. Martin Luther King, Jr.

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