



**GREATER LOUISVILLE
MARTIN LUTHER KING, JR.
DAY OF SERVICE**

PRESS RELEASE

**CONTACT: Rev. Peter Hayes, Service for Peace
Office: 502-290-3611
Cell: 502-419-4539
E-mail: louisville@serviceforpeace.org
www.serviceforpeace.org**



Wal-Mart Contacts:

**Wal-Mart-Louisville-Karen Brandenburg- 502-968-6117
Wal-Mart-Home Office -Melissa Obrien-479-273-4314**

FOR IMMEDIATE RELEASE

Service for Peace and Wal-Mart Partner for “Wal-Mart Day of Service 2005”

LOUISVILLE, KY (June 21, 2005)—Service for Peace announces that a total of 12 local **Wal-Mart** and SAM CLUB stores throughout Kentuckiana will come together on Tues., June 21 at Shawnee Park in what is anticipated to be one of the largest, beautification and volunteer projects organized by **Service for Peace**. The program, called “Wal-Mart Day of Service,” plans to involve more than 250 store associates and their families who will volunteer their hard work and elbow grease help this inner-city area with which much-needed beautification work and TLC. The event begins 8:00 a.m. to Noon

Service for Peace just completed **The 2nd Annual Greater Louisville Martin Luther King Jr. Season of Service** which took place from Dr. Kings Birthday (Jan. 17) to the anniversary of Dr. Kings assassination (April 4). On Jan. 17, a thousand youth and adult volunteers, including **Wal-Mart** associates from throughout Kentuckiana, served Greater Louisville as part of this national campaign by completing 30 community service projects. The call to service on these days is in honor of Dr. King’s life and legacy of social action and service.

The “**Wal-Mart Day of Service 2005**” is anticipated to be the largest volunteer and community service effort yet for the combined group of stores in the Louisville market. All Wal-Mart and SAM’S CLUB locations participate in several community service projects throughout the year. Wal-Mart is considered one of the largest community benefactors for local neighborhoods across the U.S., being the largest cash giver to charities and volunteering more than 800,000 hours last year.

The MLK Season of Service is a part of a **national campaign to make the remembrances of Dr. King’s birthday and Life, “A Day On, Not A Day Off!”** The lead organizer is **Service for Peace**, with support from the **Corporation for National and Community Service, Hands on Network** and the **Points of Light Foundation**. These organizations promote many other service days and programs throughout the year, including National Youth Service Day, Join Hands Day and the Summer of Service. Volunteers for these efforts are encouraged to continue serving beyond Martin Luther King Day.

#