



**FOR IMMEDIATE RELEASE**

414-313-9622

**YMCA of Metropolitan Milwaukee to host breakfast, day of service  
in honor of Dr. Martin Luther King, Jr.**

*Event is largest Dr. Martin Luther King, Jr. Day event in Wisconsin*

**January 14, 2015 (Milwaukee)** — The YMCA of Metropolitan Milwaukee will host its 18<sup>th</sup>-annual Dr. Martin Luther King, Jr. Celebration Breakfast on Monday, January 19, from 7:30 a.m. to 9 a.m. at the Italian Community Center, located at 631 East Chicago Street in Milwaukee. The breakfast program will celebrate the life and legacy of Dr. Martin Luther King, Jr., and will recognize local community members and organizations who live their lives in service to others, just as Dr. King did.

“The Milwaukee Y strives to live out Dr. Martin Luther King Jr.’s legacy of equality, integrity and social justice through our vision of creating a stronger, healthier Milwaukee where families of all incomes and backgrounds truly thrive,” said Julie Tolan, president and chief executive officer of the YMCA of Metropolitan Milwaukee. “We believe that lasting personal and social change happens in the places where our members live, work and play, which is why we’re partnering with other mission-driven organizations to bring our life-enriching programming outside our walls and into the communities we serve.”

The Milwaukee YMCA Healthy Citizenship Award will be presented to the Milwaukee Childhood Obesity Prevention Project, an initiative led by United Neighborhood Centers of Milwaukee in partnership with the Medical College of Wisconsin. The Potawatomi Hotel & Casino Diversity and Inclusion Award will be presented to Sixteenth Street Community Health Centers. Both awardees provide much-needed health and wellness resources in some of Milwaukee’s most underserved neighborhoods, working to reduce racial and socioeconomic health care disparities in the Central City.

The breakfast program will also recognize the winners of this year’s Dr. Martin Luther King, Jr. Spoken Word Contest, sponsored by Northwestern Mutual Foundation and Jammin’ 98.3 Radio. Three finalists in each age category (5-9 years, 10-13 years and 14-18 years) had the opportunity to record their original spoken word piece on the theme, “Our lives begin to end the day we become silent about things that matter,” with Jammin’ 98.3 radio. Community members then voted on the winning pieces after listening to them on the station’s website. The first place winner in each category will present their original spoken word piece at the Dr. Martin Luther King, Jr. Celebration Breakfast and will receive a prize courtesy of Alpha Phi Alpha Fraternity, Inc.

The breakfast is sponsored by Aurora Health Care, which is providing free flu shots to 200 event guests. The cost for the breakfast is \$35 per person or \$350 for a table of 10.

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Coinciding with the breakfast event, the Milwaukee Y is sponsoring a day of service at locations across the city on Monday, January 19, to make the Martin Luther King, Jr. Day holiday a “day on” instead of a “day off.” Volunteers at organizations including Northwestern Mutual, University School, Shorewood School District and Playworks AmeriCorps will participate in the day “on” of service at locations such as Sixteenth Street Community Health Centers, the American Diabetes Association, the American Red Cross, Aurora Health Care and the Wisconsin BloodCenter. Milwaukee Y employees and members are encouraged to participate and serve the community. Spots are still open for day “on” service volunteers. Learn how to get involved by visiting [ymcamke.org/MLK2015](http://ymcamke.org/MLK2015).

During the past six months, the Milwaukee Y has refocused its mission on its greatest areas of strength – health and wellness and youth development. In addition to its center-based programming, the Milwaukee Y is committed to being a vocal advocate for healthy families and partnering with other like-minded organizations to improve the greater good in Milwaukee. As such, the organization plans to increase its community partnerships and bring programming out of its centers and into the neighborhoods that need the Milwaukee Y the most. Fundamentally, the new Milwaukee Y will be a champion for healthy living and will work to support families in their efforts to lead healthy lives.

For more information regarding the Milwaukee Y’s events in remembrance of Dr. Martin Luther King, Jr., please contact Stephanie Allen at 414-274-0735 or by email at [sallen@ymcamke.org](mailto:sallen@ymcamke.org). Media interested in attending the event or a service site should contact Lynn Sheka at 414-499-5157 or [lynn@reputationpartners.com](mailto:lynn@reputationpartners.com).

### **YMCA of Metropolitan Milwaukee**

The YMCA of Metropolitan Milwaukee is a powerful association of men, women and children of all ages and from all walks of life joined together by a shared passion to strengthen the foundations of community through youth development, healthy living and social responsibility. Since 1858, Milwaukee YMCAs have helped kids and families live healthy lives in spirit, mind and body. Supported in part through contributions to the Annual Campaign, the Y provides membership assistance and scholarships to programs like summer camp, child care and teen activities, to make sure that everyone, regardless of age, income or background, has the opportunity to be healthy, confident, connected and secure. [www.ymcamke.org](http://www.ymcamke.org).

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