



**Arkansas Martin Luther King, Jr. Commission announces  
2021 King Holiday Day of Service Virtual Celebration**

**State Agency Honoring Dr. King kicks off twenty-eighth anniversary with virtual  
celebration honoring Dr. Martin Luther King, Jr.**

**The Arkansas Martin Luther King, Jr. Commission announces service honorees, youth  
essay contest award winners**

The Arkansas Martin Luther King, Jr. Commission, a division of the Arkansas Department of Education, works with the communities of Arkansas, encouraging them to embrace alternatives to violence and to discover their common humanity through activities that stress racial and cultural diversity. The Arkansas Martin Luther King, Jr. Commission implements programs that are designed to promote the tenets of Dr. Martin Luther King, Jr. and honor his life and legacy.

**The Arkansas Martin Luther King, Jr. Commission announces its 2021 MLK Day of Service, King Holiday Day of Impact. The event will be hosted virtually on the Commission's various platforms, premiering globally on Dr. King's birthday, Friday, January 15, 2021, on the following platforms:**

**Streaming on the following platforms Friday, January 15, 2021, 11:59 AM**

Facebook: @AMLKC and @ArkansasED

Twitter: @AMLKC and @ArkansasED

Instagram: @AMLKC and @Arkansas\_ED

YouTube: AMLKC and

[www.ARKingDream.org](http://www.ARKingDream.org)

Arkansas Department of Education- ADE.Arkansas.gov.

Link to 2021 King Holiday Day of Impact

<https://youtu.be/qURCRWBVULs>

The program will livestream on the Arkansas Department of Education's website on Monday, January 18, 2021 at 12:00 PM at the following link:

<http://video1.aetn.org/adelive.html>

**AMLKC 2021 Day of Service Broadcast Program Run Dates on Xfinity 98:**

- Friday, January 15, 12pm-2pm
- Friday, January 29, 6pm-8pm
- Friday, February 5, 6pm-8pm
- *Friday, February 12. 6pm-8pm*

*Xfinity 98 covers Central Arkansas: Little Rock, NLR, Sherwood, Jacksonville, Maumelle, Bryant*

Major partners include the Arkansas Department of Education, the Arkansas Division of Workforce Services, Arkansas Minority Health Commission, Power 92, The Legendary KOKY 102.1, The Praise Network, AT&T, Entergy, Wal Mart, Sam's, US Bank, Everett Buick GMC, The Allstate Foundation and Youth Service America, Xfinity, and Sam's Club.

The King Holiday Day of Impact, hosted by the Arkansas Martin Luther King, Jr. Commission is the largest celebration in the nation honoring the life and legacy of the late Dr. Martin Luther King, Jr., will be presented virtually as a result of the pandemic which restricts social gatherings as past Commission-sponsored King Holiday events have drawn thousands of attendees. The virtual experience will include commemorative remarks, historical reflections, arts, and presentations by community leaders, local and nationally renowned groups, and individuals. Confirmed appearances include Governor Asa Hutchinson, Attorney General Leslie Rutledge, Lieutenant Governor Tim Griffin, Dr. Bernice A. King, daughter of the late Dr. Martin Luther King, Jr. and Coretta Scott King, and Senator Joyce Elliott. There will also be several celebrity appearances congratulating the Commission on its 28<sup>th</sup> anniversary including:

Eric "Victor Newman" Braeden

Vivica A. Fox, Actress, Producer

Kel Mitchell, Actor, Comedian

Rhythm and Blues Legend Freddie Jackson

Eddie Levert, Legendary Rhythm and Blues Singer

Rhythm and Blues Singer, Songwriter, Jon B

Gospel Music Legend, Melvin Williams

Rhythm and Blues Legend, Howard Hewett

KeKe Wyatt, Rhythm and Blues Singer

Angela Winbush, Legendary Rhythm and Blues Singer, Songwriter

Tiffany Andrews, Gospel Recording Artist

*Note: Charlie Wilson, Legendary Rhythm and Blues Singer, had not confirmed to appear on the 2021 King Holiday Day of Service Day of Impact at the time of press*

“This is our opportunity, once again to showcase what Arkansas is doing to honor Dr. King to the world,” says DuShun Scarbrough, Executive Director. The virtual program will include educational components paying tribute to the legacy of Daisy Bates, civil rights icon who will be honored with a statue in Statuary Hall in the nation’s capital, and Historic West Ninth Street District, a once vibrant business district that was home to several successful African-American businesses.

“The COVID-19 health pandemic has changed the trajectory of live presentations, and the King Holiday Day of Impact is no exception. Even though the Commission’s signature program is going “virtual,” it will not be void of the service components honoring the life, legacy and values espoused by Dr. Martin Luther King, Jr. which included education, social justice, diversity, and nonviolence,” says Scarbrough.

### **2021 King Holiday Service Projects**

- Statewide Youth Volunteerism Challenge- Youth are challenged to complete acts of service honoring the King Legacy January 15-18, 2020.

*Sample Acts of Service may be found at the Commission’s website at [www.arkingdream.org](http://www.arkingdream.org)*

- Statewide Health and Wellness Expo- wellness screenings for at-risk populations throughout the state

### **2021 King Holiday Education Virtual Projects**

MLK Essay Contest-challenge to the youth of Arkansas to demonstrate what they can do to keep Dr. King’s dream alive and relevant in this 2021 King Holiday: Day of Impact Essay Contest. This experience will increase students’ knowledge about Dr. King, and enhance their language and writing skills, creativity, self-esteem, and character.

### **Statewide Contest winners will receive**

- Middle School
  - \$1,500 Walmart/Sam’s Club Foundation grant to school of overall statewide winner
  - \$50 Walmart/Sam’s Club gift card for top 10 statewide runner-up/finalists
  - \$100 Walmart/Sam’s Club gift card to overall statewide winner
- High School Entry
  - \$1,500 Walmart/Sam’s Club Foundation grant to school of overall statewide winner
  - \$50 Walmart/Sam’s Club gift card for top 10 statewide runner-up/finalist students
  - \$100 Walmart/Sam’s Club gift card to overall statewide winner

### **Essay Prompt: What does service mean to you?**

1. Dr. Martin Luther King Jr. is a renowned civil rights leader who fought for equality and recognized the power of service. He said, "Everyone can be great because everybody can serve." Observing the Martin Luther King, Jr. federal holiday through service is a way to begin each year with a commitment to making your community a better place.
2. Think about what service means to you, your community, and those who may be of a different background from yourself. Write an essay explaining what service means to you, and how service is able to impact our society
3. The content of the essay should demonstrate an understanding of Dr. King's dream and who he was. It should include suggestions and ideas for practical ways of carrying out his dream through service.

### **The Arkansas Martin Luther King, Jr. Commission announces the winners of the 2021 Statewide Youth Essay Contests**

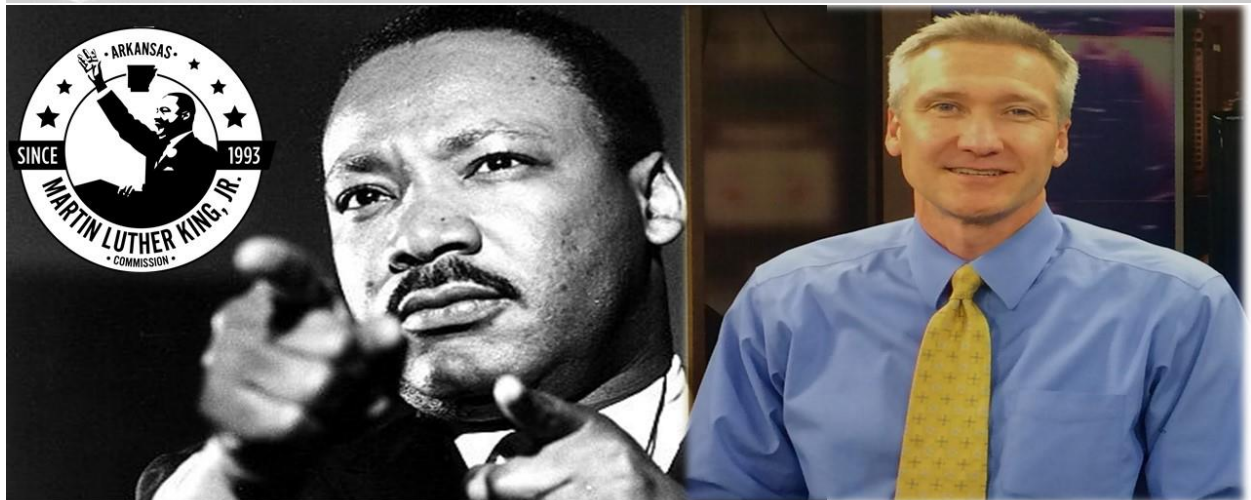
- High School Division, Michaela Stevens, 9<sup>th</sup> Grade, Hot Springs Junior Academy
- Middle School Division, Emilee Davis, Cabe Middle School, Gurdon School District
  
- Honoring the Legacy of Daisy Bates
- The Historic West Ninth Street District

### **2021 King Holiday Day of Impact Award Recipients**

- 2021 Susie Everett Youth Community Service Award, Sydney "ABC Girl" Hopson
- 2021 Salute to Greatness, Reverend Leroy Hood
- 2021 Drum Major for Justice Award, Ernie Paulson, KARK TV/FOX 16



**Reverend Leroy Hood**  
**2021 Salute to Greatness**  
**Award Recipient**



**Ernie Paulson**  
**2021 Drum Major for Justice**  
**Award Recipient**





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2021 Susie Everett  
Youth  
Community Service Award  
Recipient  
Sydney "ABC Girl" Hopson



**Sydney Hopson**  
**2021 Susie Everett**  
**Youth Community**  
**Service Award**



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