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**FOR IMMEDIATE RELEASE:**  
August 9, 2012

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## Back-to-School Festival at King Community Center This Weekend 5,000 YOUTH TO RECEIVE BOOK BAGS

August 9, 2012 (Milwaukee, WI) –Area residents are invited to the Eighteenth Annual Dr. Martin Luther King Jr. Back To School Festival on Saturday, August 11, 2012 from 11:30 a.m. to 6:00 p.m., to take place inside King Community Center Park. The park is located at 1531 W. Vliet Street (between 15th and 17th Streets along West Vliet Street).

This year's theme is "The Dream Will Not Be Deferred, Celebrate the Goodness of Life, A Tribute to Daniela Matthews".

To receive a free book bag, parents must sign-up their children between 12:00 p.m. and 2:00 p.m. Children must be present when registered and when book bags are distributed at 4:00p.m.

Registered children will be issued a wristband that they must wear until an authorized festival staff person removes it once book bag has been given to them. In addition to the book bag giveaway, there will be activities for all ages, which includes a youth talent showcase, a gospel extravaganza, basketball tournaments, games, health and community vendors and many more. There will also be a variety of foods and beverages that will be sold.

Buy a Raffle Ticket for a chance to Win a Girls or Boys Bike.

For more information, please call King Community Center at (414) 344-5600 or go to [countyparks.com](http://countyparks.com).

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