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For Immediate Release

Back-To-School Festival Announced at King Park

Milwaukee, WI (July 23, 2015) – Amid carnival games, youth talent contests, and gospel performances, about 5,000 Milwaukee-area youths will receive backpacks filled with school supplies at the Dr. Martin Luther King Jr. Back-To-School Festival, Saturday, Aug. 8, in King Park, 1531 W. Vliet St. The festival will run from 11:30 a.m.-5 p.m.

“Our 21st year of the festival demonstrates how partnerships empower our youth and equip them for learning,” said Joshua Posey, president of King Advisory, Inc.

The festival will start with free hot dogs from 11:30 a.m.-12:30 p.m.

For families with back-to-school budgets that are stretched thin, the festival highlight will be the free backpack and school-supply giveaway. From noon-2 p.m., families may register for the giveaway. Children must be present for both the registration and the backpack distribution at 4 p.m.

Entertainment stages will include the Gospel Pavilion and the Youth Talent Stage. Performers will be selected through auditions.

Rounding out the festival will be games with prizes of books and school supplies, art and craft activities for the kids, health- and community-information booths, and food and beverage vendors.

“We are grateful for the generous support of this year’s sponsors and volunteers,” said Posey. “The community really comes together to make sure our children get off to a good start.”

“The Dr. Martin Luther King Jr. Community Center is proud to have partnered with King Advisory for the past 21 years,” said Community Center Director Dee McCollum. “This event supports our motto: ‘Building Character, Families, and Communities.’”

For details or additional information or to schedule an audition, call Brenda Smith at (414) 841-6168 or email bjmalsmith@yahoo.com.

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