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For immediate release

### **Back-To-School Festival at King Park, Aug. 13**

Milwaukee, WI (July 27, 2016) – 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. 13, in King Park, 1531 W. Vliet St. The festival will run from 11:30 a.m.–5 p.m.

“Our 22nd year of the festival demonstrates how partnerships empower our youth and equip them for learning,” said Toni Momon, president of King Advisory, Inc.

Community partners for the event include Potawatomi Foundation, We Energies Foundation, Gruber Law Offices, Girl Scouts, New Concept Self Development Center, Anthem, Jammin’ 98.3, and Clear Channel.

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 book bag giveaway. Children must be present for both the registration and the backpack distribution at 4 p.m.

Leading the entertainment will be R&B Funk Band, Valerie B & the Boyz, performing from 2–4 p.m. Local talent will also be featured. Individuals and groups who would like to perform may call (414) 344-5600 for details.

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.

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“We are grateful for the generous support of this year’s sponsors and volunteers,” event founder Elizabeth Coggs said. “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, Inc. for the past 22 years,” Community Center Director Dee McCollum said. “This event supports our motto: ‘Building Character, Families, and Communities.’”

For more information, call Brenda Smith at (414) 841-6168 or email [bjmalsmth@yahoo.com](mailto:bjmalsmth@yahoo.com).

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