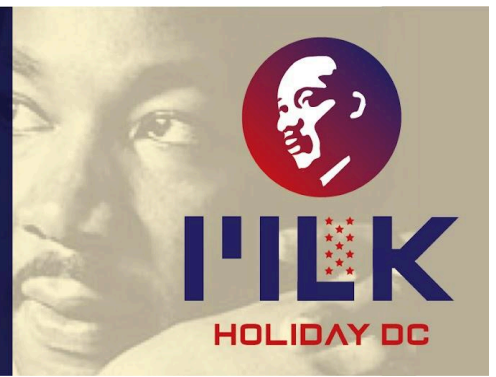


DR. MARTIN LUTHER KING JR. HOLIDAY PARADE COMMITTEE

www.mlkholidaydc.org



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Media Advisory

For Immediate Release
September 4, 2026

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Help Us Shape the 2027 MLK Peace Walk & Parade — Share With Your Community

WASHINGTON, D.C. — As we get ready for the 2027 MLK Peace Walk & Parade, we invite the community to help us choose our official theme by answering one key question:

What will freedom mean in the year 2027?

We want to hear directly from the people and communities who continue Dr. King's legacy. Please share an original theme inspired by Dr. King's words, teachings, and principles, and tell us what freedom for all means today.

I'm including the flyer and press release and would really appreciate it if you could share them with your networks. This could be through social media, newsletters, email lists, schools, churches, community groups, or anywhere else you think people might be interested in joining.

The deadline for submitting a theme is September 25th, 2026.

Submit Your Theme

Community members can submit their theme directly using our online submission form:

[\[CLICK HERE TO SUBMIT YOUR THEME\]](#)

You can also scan the QR code on the flyer or follow [@mlkholidaydc115](#) on Facebook and Instagram for more information and updates about the competition.

The chosen entry will determine the official theme and message for the 2027 celebration.

Save the Date!

Also, please save the date for the 2027 MLK Peace Walk & Parade, happening on Monday, January 18, 2027, in Washington, D.C.

We hope you'll help us spread the word about the theme competition and join us in January as we honor the life and legacy of Rev. Dr. Martin Luther King Jr.

We'll share more details about the Peace Walk, Parade, Prayer Breakfast, Health & Wellness Fair, youth activities, volunteer opportunities, and other events in the coming months.

We want this to be a true community conversation and celebration, so your help in spreading the word means a lot to us.

Thank you, as always, for your partnership and continued support of MLK Holiday DC. We look forward to celebrating with you in January!

Best,

Patrice Brooks

Communications | MLK Holiday DC

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MEDIA INTERVIEWS & COVERAGE

The **MLK Holiday DC Committee welcomes media coverage and interview opportunities** surrounding the 2027 MLK Peace Walk & Parade, the **“What Does Freedom Mean in 2027?”** Community Theme Competition, and the history and continued legacy of the MLK Holiday DC celebration.

Members of the Committee are available for **television, radio, print, digital and podcast interviews** to discuss the theme competition, Dr. King's legacy in Washington, D.C., the history of the Peace Walk & Parade, and plans for the 2027 celebration.

Media outlets interested in scheduling an interview, featuring the theme competition, or covering upcoming MLK Holiday DC activities are encouraged to contact:

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