

2015 MLK Day of Service Key Messages and Talking Points

OVERALL THEME

“Engaging Americans in Creating Economic Opportunity”

KEY MESSAGES

1. **Dr. Martin Luther King Jr. once said, “Life’s most persistent and urgent question is, ‘What are you doing for others?’” Against what seemed like impossible odds, Dr. King and scores of his fellow citizens of all races came together and, ultimately, helped bend the moral arc of the universe toward justice.**
2. In recognition of Dr. King’s incredible legacy of service to all, Congress designated the Martin Luther King Jr. Federal Holiday as a national day of service in 1994, and charged the Corporation for National and Community Service with leading this effort.
3. Taking place each year on the third Monday in January, the MLK Day of Service is the only federal holiday observed as a national day of service – a “day on, not a day off.”
4. The upcoming commemoration of the MLK Day of Service on Monday, January 19 is an opportunity to remember that history and re-commit ourselves as citizens by volunteering in service to one another. **It is also a time to consider how much work still remains to fulfill Dr. King’s dream. Service is a powerful tool for strengthening our communities, but it is only a start.**
5. **As we work together, we will create economic opportunities by improving education, strengthening health care services, and improving financial literacy.** These are central to making our economy work for every American.
6. **An appropriate way to honor Dr. King is through service and volunteering in our communities.** Dr. King devoted his life to advancing equality, social justice, and economic opportunity for all. He challenged

us to build a more perfect union and taught us that everyone has a role to play. Five decades later, we still have work to do to realize Dr. King's dream.