



**SANTA CRUZ POLICE DEPARTMENT**  
155 Center Street, Santa Cruz, CA 95060

## **MEDIA RELEASE**

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**DATE/TIME:** December 12, 2017

**LOCATION:** City Of Santa Cruz

**TOPIC:** Santa Cruz Police Co-Sponsor MLK March with NAACP Santa Cruz County Branch

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### **INFORMATION:**

#### **NAACP Santa Cruz County Branch and Santa Cruz Police Plan Co-Sponsor MLK Jr. Day March**

Santa Cruz Police Chief Andrew Mills is honored and excited to announce that the NAACP Santa Cruz County Branch and the Santa Cruz Police Department will co-sponsor the first joint Santa Cruz MLK Day March.

The theme is “March for the Dream – Honor the Past, Impact the Future.” The March will be held on Monday, January 15, 2018. We begin at 10:00 a.m. at Pacific Avenue and Cathcart Street and end on Cooper Street. After the march, we will convene for speeches and family-friendly activities to commemorate the legacy of Dr. Martin Luther King, Jr.

The March for the Dream is an opportunity to put Dr. King’s words and ideas into practice by bringing people from diverse backgrounds together to build authentic bonds of human understanding and appreciation.

“The MLK Day March is family friendly, inspiring, and collaborative, said SCPD Chief Mills. It’s also an opportunity for the businesses, social and community groups that make this city strong to come out and be recognized while supporting a common cause.”

We invite individuals and community groups/clubs/congregations to Walk With Us; RSVP your group name and the estimated number of people [online](#). We invite you to fill out an application and secure your place in the march. The application deadline is January 10, 2018. Staging begins at 9:00 a.m. on Cathcart between Cedar Street and Pacific Avenue.

To volunteer for one of the many activities necessary to put on this event, please sign up online. We look forward to working with you.

Event details are available online at [www.cityofsantacruz.com/community/mlk-march-2018](http://www.cityofsantacruz.com/community/mlk-march-2018) or the [NAACP Santa Cruz Facebook](#) page. For more information, please call 831-420-5844 or 831-429-2266.

We invite you to march with the Santa Cruz Police Department and the local NAACP. We believe as Dr. King said, "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

**2018 March For The Dream Event Flyer Attached**

NAACP SANTA CRUZ COUNTY BRANCH AND SANTA CRUZ POLICE DEPARTMENT PRESENTS

2018 MLK

# MARCH FOR THE DREAM

HONORING THE PAST, IMPACTING THE FUTURE - WALK WITH US



**MONDAY, JANUARY 15, 2018**

**MARCH BEGINS @ 10:00 A.M.**

**PACIFIC AVE. & CATHCART STREET SANTA CRUZ, CA**

**FAMILY ACTIVITIES AND GATHERING**

**BEGINS AT 11:00 A.M. ON COOPER STREET**

If your organization plans to march, register online at [www.cityofsantacruz.com](http://www.cityofsantacruz.com)  
or visit NAACP Santa Cruz Facebook. More information, call (831) 420-5844 or (831) 429-2266

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March for the Dream with us where honoring the Reverend Dr. Martin Luther King Jr. means bringing people from diverse backgrounds together to build authentic bonds of human understanding and value. The March for the Dream is an opportunity to put Dr. King's words and ideas into practice by inviting others from different ethnicities, religions or backgrounds to march together and listen to one another.