ASU Martin Luther King, Jr. Celebration
Office of Public Affairs
602-543-5306
West campus
PO Box 37100 MC 0251
Phoenix, AZ 85069-7100

ASU’s MLK Celebration to Highlight Arizona K–12 Students/Schools and Communities
An Invitation to Participate

Fall 2009

TO: Leaders in Arizona Education
FROM: ASU Martin Luther King, Jr. Celebration 2010 Committee

Arizona State University will host the Twenty-Fifth Annual Martin Luther King Jr. Celebration in January 2010. The Celebration breakfast will be held on one of ASU’s four campuses, details for the breakfast will be included in the winner’s notification. A highlight of the celebration is the recognition and awards ceremony for the Arizona K-12 students who are contest winners; entries will be selected on the basis of best depiction of this year’s MLK Celebration theme:

“Beyond the Dream: Picture Your Potential”

While Martin Luther King’s “I Have a Dream” speech (copy enclosed) is perhaps as relevant today as it was in 1963, the ASU MLK Celebration Committee has again chosen to stretch the vision “beyond the dream” to the real people who are or were both servants and leaders in building their world communities. This year there are two categories of entries with multiple grade-level options:

- **The Individual Essay/Poetry** category focuses on both the present and the future; your students are invited to write an essay or poem about a person in their family, school, or community who best demonstrates leadership through service and what they envision themselves doing that goes “Beyond the Dream.” (See enclosed entry form.)

- **The Individual Poster/Bookmark** category also focuses on both the present and the future by inviting your students to illustrate what is happening now in your local school or community that demonstrates both leadership and service and what they envision themselves doing that goes “Beyond the Dream.” (See enclosed entry form.)

While awards and prizes are listed on the enclosed forms and a panel of judges will use criteria in selecting honorees, the ASU MLK Celebration Committee views all the state’s student-participants as “winners.” We also applaud the teachers who, year after year, have incorporated this important event into teaching all of Arizona’s young people about the principles for which Martin Luther King, Jr. stood.

- **Official entry forms enclosed.** (One entry form per project please.)
  Information and entry forms can also be downloaded from our website: www.asu.edu/mlk

We would appreciate your sharing this material with your staff, colleagues and community members. We look forward to receiving student entries representing your school. Thanks, once again, for your active involvement in a campus tradition—the Twenty-Fifth Annual MLK Celebration at Arizona State University.

Enclosures
Call for Individual Student Poster/Bookmark Entries
Twenty-Fifth Annual Martin Luther King, Jr. Celebration
Beyond the Dream: Picture Your Potential

Picture Your Potential

What is happening now in your school or local community to support Dr. King’s dream of leadership through service? Draw a picture that illustrates your vision with either a title or caption. We would like to see pictures of what happens with your students, their families, school or community that exemplify servant leadership.

Entries will be judged on the basis of originality, clarity, creativity, and best overall depiction of the theme.

INDIVIDUAL STUDENT ENTRIES
Construct a poster that can be scanned to make a bookmark. The poster can be as small as 4.5” x 11” but no larger than 6.75” x 17” using only one side. Posters outside the size limits will not be considered. (Note—scale is very important and poster/bookmark can either be portrait or landscape format.) Please use a paperclip to attach the entry form, do not staple or tape anything to the entry form. Do not put names on front of entries.

RECOGNITION
Entries will be evaluated within the grade level categories.

First Prize in Poster/Bookmark — $150 savings bond
Second Prize in Poster/Bookmark — $100 savings bond
Third Prize in Poster/Bookmark — $75 savings bond

Those selected for special recognition will be notified on or before December 8, 2009. Winning entries will be displayed at ASU during the 2010 MLK Celebration.

SEND YOUR ENTRY TO:
(Postmarked by November 4, 2009)
ASU Martin Luther King, Jr. Celebration
Office of Public Affairs, West Campus
PO Box 37100, MC 0251
Phoenix, AZ 85069-7100

CONTEST RULES
All materials submitted must be the original work of the entrant.

Arizona State University shall have the right in its sole discretion to use, reproduce, publish, or display entered materials.

All entered materials shall become the property of Arizona State University.

Materials submitted will not be returned to entrants.

INDIVIDUAL POSTER/BOOKMARK ENTRY FORM
Arizona State University Twenty-Fifth Annual Martin Luther King, Jr. Celebration

Deadline: November 4, 2009

One project per entry form. Please print or type.

Please check only one:

<table>
<thead>
<tr>
<th>Poster/Bookmark Entry</th>
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<tbody>
<tr>
<td>□ Primary (K-2)</td>
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<tr>
<td>□ Intermediate (3-5)</td>
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<tr>
<td>□ Middle (6-8)</td>
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<tr>
<td>□ Secondary (9-12)</td>
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Individual participant name

| first name |
| last name |

<table>
<thead>
<tr>
<th>Gender</th>
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<tbody>
<tr>
<td>Male</td>
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<td>Female</td>
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Grade Level

<table>
<thead>
<tr>
<th>District Superintendent</th>
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<tr>
<td>title first name last name</td>
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<table>
<thead>
<tr>
<th>School Principal</th>
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<tr>
<td>title first name last name</td>
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School address (inc. zip code)

School telephone number

Home address (inc. zip code)

Home telephone number

Return form to: ASU Martin Luther King, Jr. Celebration, Office of Public Affairs, West Campus
PO Box 37100, MC 0251, Phoenix, AZ 85069-7100

Questions: Contact Heidi Maxwell at ASU Office of Public Affairs, West Campus - Phone: 602.543.5306 - Email: Heidi.Maxwell@asu.edu

www.asu.edu/mlk