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Join the Movement at the 13th Annual MLK Dream Run in Portland's Soul District

Portland, OR – 2024

The Soul District Business Association (SDBA) is proud to announce the 13th annual MLK Dream Run, taking place over the weekend of September 21-22, 2024, at the Portland Community College Cascade Campus. This year's theme, "Dreams in Motion," captures our collective stride towards embodying Dr. Martin Luther King Jr.'s vision of justice and progress through community action and unity.

Event Overview

Saturday, September 21: A celebratory kick-off from 10 AM to 5 PM, featuring a free kids race for children nine and under, vibrant live music, and an array of entertainment. Our Soul-Ful vendor village will spotlight local businesses offering unique food, drinks, and products. This day also serves as the pre-packet pick-up for all Sunday race participants.

Sunday, September 22: From 7 AM to noon, runners will take their marks for the professionally timed USATF Sanctioned 5K, 10K, and 15K races. The course winds through the historic neighborhoods of the Soul District, promoting health, wellness, and unity.

Why We Run

Dr. Martin Luther King Jr. once said, "We cannot walk alone. And as we walk, we must make the pledge that we shall always march ahead. We cannot turn back." Inspired by these words, the MLK Dream Run isn't just a race; it's a declaration of our ongoing commitment to walk together towards a future of economic and social equity. This

event blends physical fitness with the spirit of resilience and community empowerment, encouraging participants of all backgrounds to advance together.

A Word from Our Leaders

John Washington, Executive Director of the Soul District Business Association, emphasized, “Each stride taken at the MLK Dream Run is a step forward in the race for justice and equality. Together, we celebrate Dr. King’s legacy while forging paths for future generations right here in the Soul District.”

Event Highlights and Perks

- All-Day Entertainment: Music, interactive activities, and local cuisine.
- Race Day Rewards: All participants will receive a T-shirt, raffle ticket, swag items, a grilled cheese sandwich from Dave’s Killer Bread, and a refreshing beverage.
- Prizes: One round trip-ticket courtesy of Alaska Airlines anywhere they fly (1,250 value) for overall fastest male/female finishers in 5k, 10k and 15 k
- Additional various categories, including youth, open, masters and super-masters, with additional random prize draws.

Supporting Our Community

The MLK Dream Run is a cornerstone event for Portland's Soul District, which stands as one of the city’s most significant Black business areas. This event not only showcases the district's vibrant culture and businesses but also supports local economic growth through innovative training programs and mentorship for youth and BIPOC entrepreneurs.

Over the past 13 years, the MLK Dream Run has achieved remarkable milestones:

- Over 8,000 hours of business training delivered.
- More than $2.5 million secured in funding for local businesses.
- Significant enhancements in operational efficiency and community engagement.

Join Us

We invite everyone to participate—whether you run, walk, volunteer, or cheer. Come be a part of a movement that celebrates diversity and strives for a just society. Together, we

keep the dream alive—Dr. King's dream of a community where everyone has the opportunity to succeed.

For more information and to register for the event, please visit www.mlkdreamrun.org.

"Let us rise up tonight with a greater readiness. Let us stand with greater determination. And let us move on in these powerful days, these days of challenge, to make America what it ought to be. We have an opportunity to make America a better nation." – Dr. Martin Luther King Jr.

About SDBA
The Soul District Business Association is dedicated to fostering economic empowerment and business development within Portland's historic Black communities and beyond. Through advocacy, education, and community engagement, the SDBA promotes sustainable growth and prosperity in the Soul District.www.SoulDistrictBiz.org
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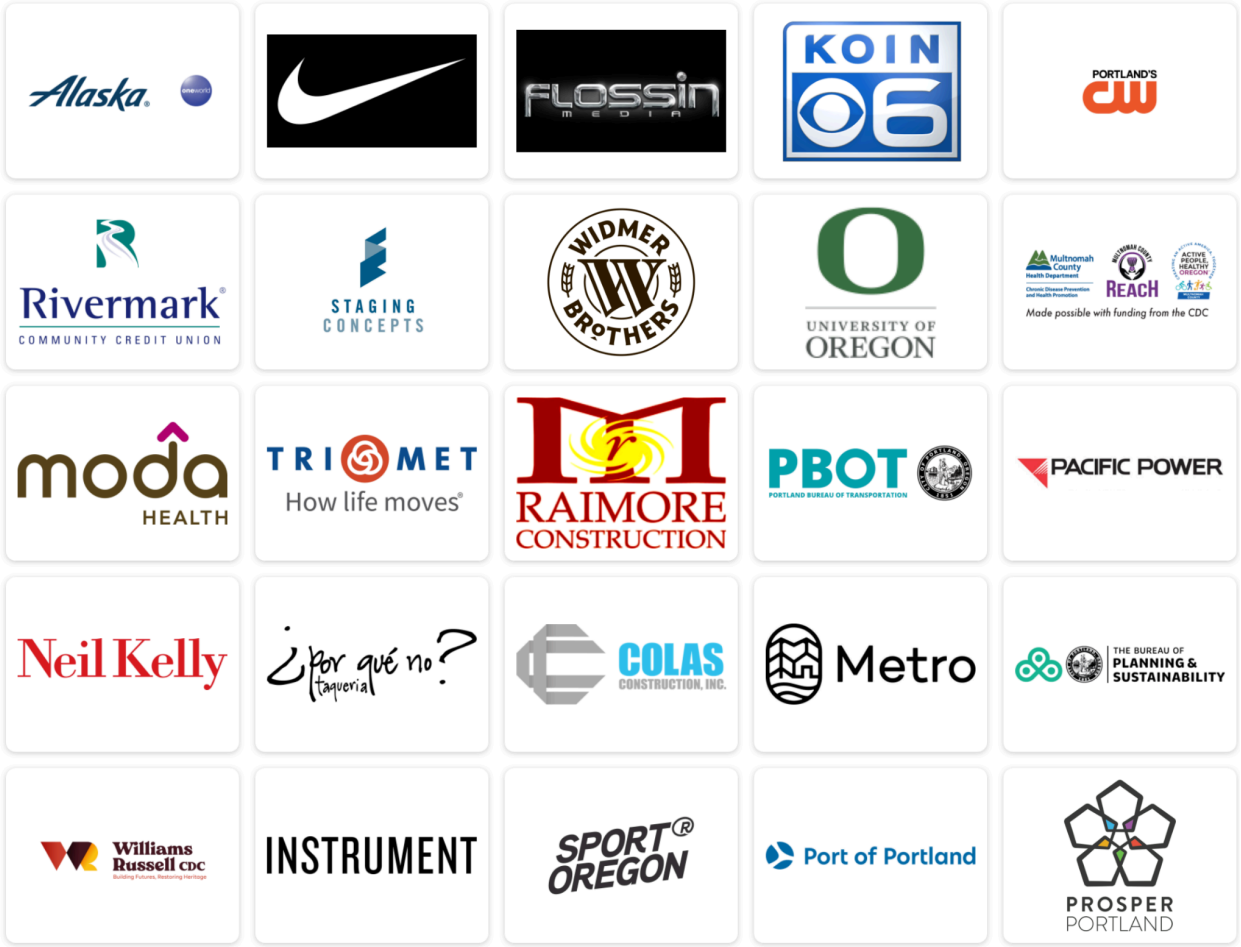

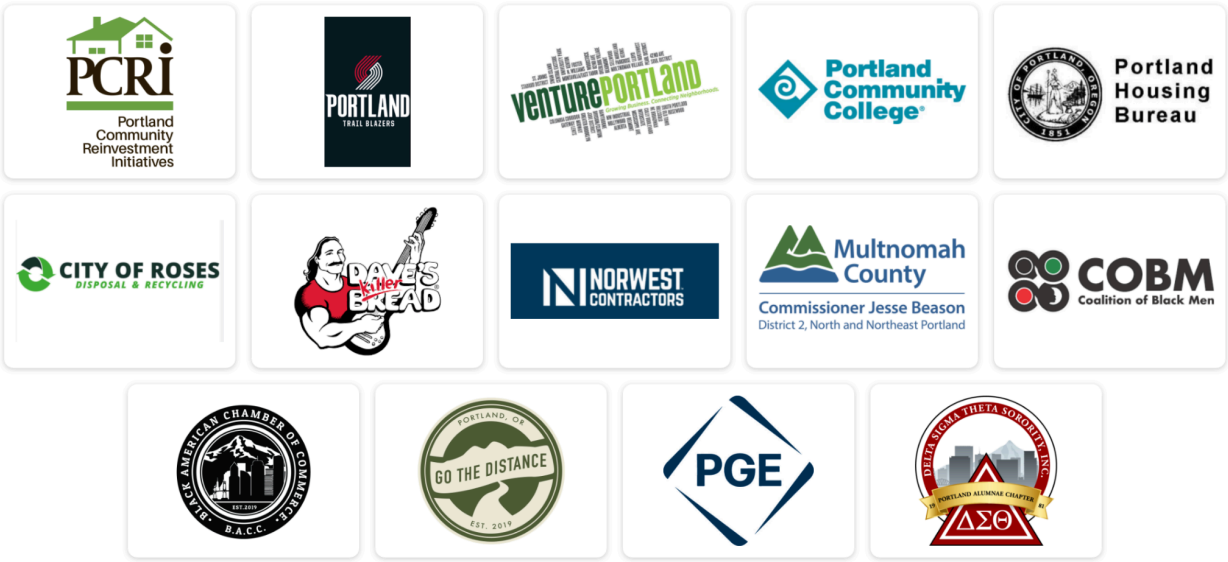
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