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#EarthNeedsAllies #MLKDreamRun #InvestInTheSoul

**The Soul District Business Association announces the
11th Annual MLK Dream Run Weekend Celebration
Featuring a 5k, 10k and 15K professionally timed races
through the streets of N/NE Portland Oregon**

Presented by Care Oregon, US Bank & the University of Oregon

For Immediate Release- July 18, 2022 The Soul District Business Associations' (SDBA) is hosting its 11th annual MLK Dream Run weekend celebration happening on Saturday and Sunday September 17 & 18th hosted at Portland Community College Cascade Campus, 705 N Killingsworth Street, Portland, Oregon 97217.

The MLK Dream Run theme this year is "Environmental Justice " with the tagline #EarthNeedsAllies. Each year this race pays respect to Rev. Dr. Martin Luther King Jr's vision of a just & equitable world for all to share & steward. During his time on earth, Dr. King's actions not only led to the Civil Rights Act and the Voting Rights Act, but hand-in-hand with these came the Clean Air Act in 1963, the Clean Water Act of 1972, and the Endangered Species Act of 1973. Much of Dr. King's vision & actions recognized that social justice could not be achieved

without environmental justice – including universal access to clean air, water, soil and healthy food.

“It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one directly, affects all indirectly.” Dr. King

This year’s race will be a nod to that vision to bring awareness on what the quality of environmental justice should look like for all of earth’s communities.

Two Days of Celebrating in the Soul District

We invite you to join in our celebration by signing up today to Walk, Run, Vendor, Volunteer, or Donate, as individuals or groups. by going to our registration page www.MLKDreamRun.org

Or simply come down and enjoy the two day SoulFul market with lots of great vendors and entertainment and of course cheer on our Runners!

Event Features Include:

- **Kickoff celebration on Saturday, September 17th from 10am-6pm.** We open the event with our free kids race for kids nine years old and under. Come and root on the next generation of athletes while enjoying live music & entertainment, food & drinks and the SoulFul Marketplace vendor village. It will also serve as the pre-packet pick-up for all runners of Sunday’s 5k, 10K & 15K races. We will be grooving all day with amazing world flavors including the Andy Stokes and The Brothers In Black Feat band featuring the Soul Sistas who will be closing out Saturday’s Kickoff event from 4:30 -6pm
- **On Sunday, September 18 from 7am to noon RACE DAY** join us for our USATF Sanctioned and Certified Professionally Chip-Timed 5k, 10k and 15K Races throughout the Soul of Portland
 - All run participants will receive a t-shirt, raffle ticket, swag from SDBA business supporters, a Dave’s Killer Bread grilled cheese sandwich and a cold brew or beverage post race
 - **TOP PRIZE** The overall fastest time in each race (male & female) will win one round trip airline ticket from Alaska Airlines!

- Additional winners in each race category Youth, Open, Masters and Super Masters category will receive a medal, a unique swag bag prize package, and bragging rights until next year.
- Other post-race features include music, raffle prizes from local businesses, the SoulFul Marketplace vendor village and great community networking.

Funds Benefit the Soul District Youth Entrepreneur Training Programs which are designed to help low-income & minority youth (ages 16-24) improve and expand skills they need to operate successful businesses. These youth are able to leverage these skills to secure opportunities for better employment and pathways to higher education. Over the course of the decade, we have expanded the MLK Dream Run Summer Internship Program to include the [PDX Black Rose Podcast](#) and our [Green Lighting Black Lives Matter](#) Youth Video Training Program, which recruits and trains next generation youth entrepreneurs in the usage and purposeful application of cutting edge video technology, film and video production equipment and seeks to inspire and empower them to bring their unique perspectives in telling the stories of their community of Portland, Oregon. Through controlling their own narratives, they learn how to control their outcomes and experience the business confidence that comes with increased feelings of capability, significance and influence.

“We are so pleased that the Soul District Business Association and Flossin Media are continuing their commitment to connecting our youth and young people with local business and the Soul District community. The University of Oregon is committed to helping our youth discover their passions and support them in their future,” said Roger Thompson, vice president for student services and enrollment management at the University of Oregon

In addition to our youth entrepreneur programs, support of the MLK Dream Run, has also allowed the SDBA to successfully activated our Business Impact Group (B.I.G) training program where our small business Navigators deliver culturally specific technical assistance services that yield multigenerational wealth creation opportunities and outcomes for businesses, with a particular emphasis on minority/Black businesses, who operate or who want to return and operate businesses within the Soul District geographical boundaries. This FREE one on one, small group and online technical support has helped hundreds of small business owners stabilize and grow their business revenue.

“At U.S. Bank, we know that a strong small business environment is one the keys to prosperity of our communities and reducing the expanding wealth gap for communities of color,” said Seth Tindall, Branch Banking Market Leader “That’s why we are proud to

once again sponsor the MLK Dream Run and support the efforts of the Soul District Business Association.”

This Year's Theme: Environmental Justice

This Year's MOTTO: **#EarthNeedsAllies**

This Year's Colors: Olive Green, Ocean Blue and Sunflower Yellow & Orange

We Need Our Community Now! How You Can Help

Our work can only continue with the generous support and financial contributions of our Soul District members, supporters and friends. Please consider helping this great event and its programs by:

- **Registering to Walk /Run as Individuals or Teams** Go to www.mlkdreamrun.org and press the Register button. The 5k= \$35, The 10K is \$45 and the 15K is \$55. You also get \$5 off per registration fee if you sign up as a team of 10 or more. Save on registration as prices go up in August
- **Donate Financial Support** To Donate, simply log onto www.mlkdreamrun.org and press the donate button located on the front page or press this [Donate Now](#) button
- **Volunteer** It takes a village! We need about 200 Soul District volunteers to help us with a variety of duties pre-race, day-of- race, and post-race. This is an awesome team building opportunity for any business group or family. To register to Volunteer, go to www.MLKDREAMrun.org and click the Volunteer tab at the top of the page and follow the prompts. Or contact our volunteer coordinator, Christina Lane @ volunteers@MLKDREAMrun.org or call 503-820-9115
- **Sponsor** There are still several ways to sponsor this awesome event. Please contact sponsor@mlkdreamrun.org or call 503-841-5032
- **Vendors** – Promote your product and business by tabling at the Saturday and or Sunday festivities. To register as a vendor go to www.MLKDreamrun.org and click Vendor Registration or use this link here [Vendor Form 2022](#)
- **Follow Us on Social Media-**
 - facebook.com/MLKDREAMRun
 - Instagram @[MLKDREAMRun](#)
 - [Twitter MLK Dream Run PDX](#)

What the sports community is saying:

“By partnering with the MLK Dream Run, we can help the civic, business, and political communities to recognize how sports and recreation events like this drive economic vitality, connectivity, and positive outcomes in Portland.” said Maika Janat-Vennemann, COO of Sport Oregon. “We see our role as amplifying this event to our community, while also increasing its local and regional visibility.”

**The MLK Dream Run is made possible by the
incredible support and generosity of our friends**

SPONSORS



Register Today

www.MLKDreamRun.org