



On the eve of the 44th Presidential Election, civil rights leaders and supporters gathered on the Mississippi riverfront of Memphis, Tennessee, to honor and celebrate the legacy of Dr. Martin Luther King, Jr.

Participants formed into a human aerial art image -- the first of its kind in Memphis -- depicting Dr. King's likeness along with the words "Keep the Dream Alive."

The large-scale experience, choreographed and produced by Circle Up Now, was photographed from the air as part of a campaign launched by Amnesty International USA to bring visibility and accessibility to it organization.

"We're trying to find new and innovative ways to make people aware, and aerial art is one of those ways," said Larry Cox, executive director of Amnesty International USA. "It's a way to bring people together and let them use their bodies to take part."



CIRCLE UP NOW's PARTNERS for this event:



Amnesty International is a worldwide movement of people who campaign for internationally recognized human rights for all.

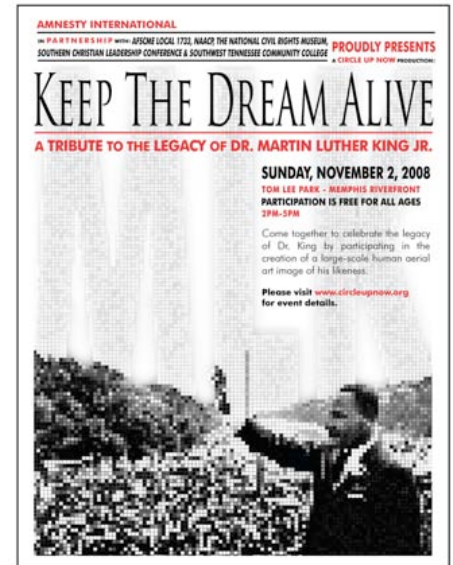
With more than 2.2 million members and subscribers in more than 150 countries and regions, Amnesty International coordinates this support to act for justice on a wide range of issues.



The National Civil Rights Museum, located at the Lorraine Motel, the assassination site of Dr. Martin Luther King Jr., chronicles key episodes of the American civil rights movement and the legacy of this movement to inspire participation in civil and human rights efforts globally, through our collections, exhibitions, and educational programs.



CIRCLE UP NOW



EVENT FACT SHEET

WHAT

"KEEP THE DREAM ALIVE"
Large-Scale
Human Aerial Art Image
honoring the legacy of
Dr. Martin Luther King Jr.

WHO

Circle Up Now
Amnesty International USA
National Civil Rights Museum

WHEN

November 2, 2008

WHERE

Tom Lee Park,
Memphis, Tennessee

CIRCLEUPNOW.ORG

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