



DEOMI

DEFENSE EQUAL OPPORTUNITY MANAGEMENT INSTITUTE



NEWS RELEASE

DEOMI RELEASES 2017 MARTIN LUTHER KING JR. HOLIDAY OBSERVANCE POSTER

Dec. 12, 2016

PATRICK AIR FORCE BASE, Fla. – In observance of the 2017 Martin Luther King Jr. holiday, the Defense Equal Opportunity Management Institute (DEOMI) proudly announces the availability of original artwork available for download from DEOMI's website at www.deomi.org.

Click the “download” link below the thumbnail image of the poster on our website and download it to your computer. You may then take it to your preferred printing facility for display in your organization or use during your special observance programs. All DEOMI special observance poster images are high resolution and may be used to print posters up to 30 X 40 inches. DEOMI does not maintain a capability to print posters and mail them out to customers.

Martin Luther King Jr. Day is a United States federal holiday marking the birthday of Rev. Dr. Martin Luther King Jr. It is observed on the third Monday of January each year, around the time of King's birthday, January 15. This year, the Martin Luther King Jr. Day of Service will be recognized on Jan. 16, 2016.

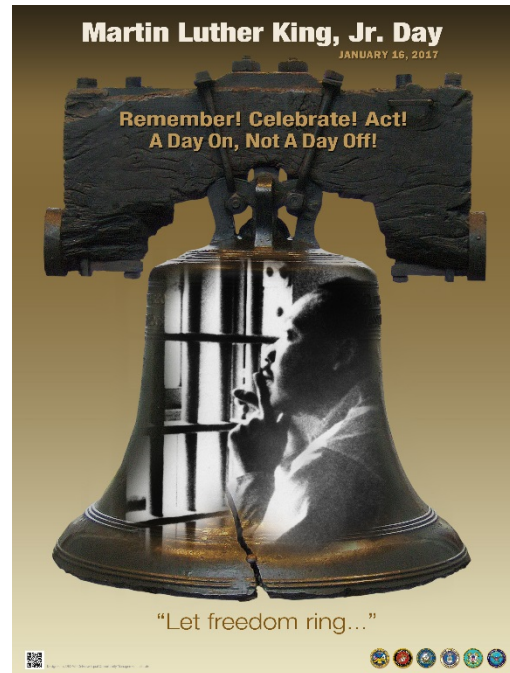
The poster concept, according to a small group of DEOMI team members who, visualize, create and produce all our Institute's products is the Liberty Bell which bears a timeless message: ***“Proclaim Liberty Throughout All the Land Unto All the Inhabitants thereof.”***

The design team felt that it was the perfect representation to honor Dr. Martin Luther King, Jr. who dedicated his life to the advancement of Civil Rights for all people. The quote showcased on the poster was from Dr. King's timeless speech *“I Have a Dream.”*

President Clinton signed the Martin Luther King Jr. Federal Holiday and Service Act August 23, 1994, expanding the mission of the holiday as a day of community service, interracial cooperation, and youth anti-violence initiatives.

The national recurring theme of this holiday is ***“Remember! Celebrate! Act! A Day On...Not A Day Off.”*** It calls upon the American people to engage in public service and promote peaceful social change. Dr. King's unfinished movement toward equality can be achieved by our united, enduring efforts.

While others were advocating for freedom by “any means necessary,” including violence, Dr. Martin Luther King, Jr. used the power of words and acts of nonviolent resistance, such as protests, grassroots organizing, and civil disobedience to achieve seemingly-impossible goals.



He is the only non-president to have a national holiday dedicated in his honor, and is the only non-president memorialized on the National Mall in the Nation's Capital.

He is honored and remembered in hundreds of statues, parks, streets, squares, churches and other public facilities around the world as a leader whose teachings are increasingly relevant to the progress of humankind.

In 1964, at 35 years old, Martin Luther King, Jr. became the youngest person to win the Nobel Peace Prize. He was assassinated on April 4, 1968 in Memphis, Tenn.

All DEOMI observance month poster files are in the public domain. We simply request you credit the illustrator or the Defense Equal Opportunity Management Institute.

In addition, please check out our website for a wide variety of new products we've prepared to help our EO/EEO, and Command Climate Specialist professionals in the field with their support of the special observance and awareness months, in addition to the standard poster, PowerPoint, and Facts of the Day items previously used.

Here are just a few of the upgrades we are working on at the present time.

- Several of them are templates which can be easier tailored by the user to meet their specific organizational needs.
- Themed Mini-poster with facts.
- Themed Mini-poster templates.
- Information Database (facts, quotes, photos, etc.) which can be used in a variety of ways.
- Themed Invitation / Thank You card template.
- Generic Thank You card template.
- Themed Activity Book.
- Themed Book Mark.

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