****

**FOR IMMEDIATE RELEASE**

Contacts: Darryl Lockett, KKMI, 317.296.4030, [info@kennedykingindy.org](mailto:info@kennedykingindy.org)

Jennifer Chan, Porch Light PR, 317.490.3770, jennifer@porchlightpr.com

**Kennedy King Memorial Initiative 53rd April 4 Day of Reflection**

*In lieu of the traditional ceremony, visitors and community members are invited to visit*

*Dr. Martin Luther King Jr. Park for reflection marking Sen. Robert F. Kennedy’s historic speech delivered in Indianapolis the night Dr. King was killed*

**INDIANAPOLIS (March 29, 2021)** – The [Kennedy King Memorial Initiative](http://kennedykingindy.org) (KKMI), in partnership with [Visit Indy](https://www.visitindy.com/), [Indiana Sports Corp](https://www.indianasportscorp.org/) and [Indy Parks](https://www.indy.gov/agency/department-of-parks-and-recreation), has reimagined in consideration of the pandemic the

53rd commemoration of Sen. Robert F. Kennedy’s famous speech in Indianapolis on April 4, 1968, the night

Dr. Martin Luther King, Jr. was killed. A wreath will be laid to honor the lives of Dr. King and those lost due to COVID-19 the morning of Sunday, April 4, 2021 at the *Landmark for Peace Memorial* sculpture located in

Dr. Martin Luther King Jr. Park at 17th and Broadway St. in Indianapolis. The organization encourages visitors and the community to follow social distancing and face covering guidelines and visit the site throughout the day as a way to reflect and channel the spirit of equality and compassion so central to both men’s legacies and which is still so relevant today.

“With visitors and media from across the U.S. in Indy for the NCAA games, it’s especially timely to have this historic space offer a meaningful place for visitors to come and reflect,” said Chris Gahl, senior vice president with Visit Indy. “Year round, visitors to our city proactively seek-out the Kennedy King Memorial and its surroundings, and timed with the anniversary, we are proud to help showcase this space.”

Sen. Kennedy is inextricably linked in the story of Indianapolis for the extraordinary courage and

strength he displayed in the wake of the assassination of Dr. King on the evening of April 4, 1968. Each year,

the Kennedy King Memorial Initiative commemorates Dr. King and recalls Kennedy’s historic speech.

Despite being urged to cancel his appearance, Kennedy delivered an impromptu speech from the back of

a flatbed truck to a crowd who had not yet heard the news about Dr. King. His moving message of peace

and forgiveness was offered in the midst of violence across the country. His words left a deep impression

on all who heard it and while America burned and rioted that night, Indianapolis was peaceful.

“On April 4, 1968, Robert F. Kennedy enlightened and inspired a crowd gathered in Indianapolis and conveyed a moving message of peace and forgiveness in the midst of violence across the country following the

assassination of Dr. King,” said Darryl Lockett, executive director of the Kennedy King Memorial Initiative. “On this day, it is important to honor the life of Dr. King and to use the commemoration as a time of reflection and inspiration to guide us as we work to diminish racial conflict, inspire courageous action and strengthen our city and country as a whole.”

The *Landmark for Peace Memorial* sculpture, located within Dr. Martin Luther King Jr. Park at 1702 N. Broadway St. in Indianapolis, is open daily from dawn to dusk. To help decrease the spread of COVID-19, Indy Parks is reminding the community to follow social distancing and face covering guidelines. Park users should also avoid visiting parks and park spaces if they are sick or are experiencing COVID-19 symptoms. Free street parking is offered along Broadway St. or visitors can utilize [IndyGo’s trip planner](https://www.indygo.net/plan-your-trip/) to map their route. In addition, biking is encouraged and the [Indiana Pacers Bikeshare](https://www.pacersbikeshare.org/), a program of the Indianapolis Cultural Trail, Inc., offers easy access to the park. A map of station locations can be found [here](https://cdn.visitindy.com/web_files/events/bikesharemap2.pdf).

-more-

For further information on the Kennedy King Memorial Initiative, visit www.kennedykingindy.org. The public is also encouraged to follow the conversation on social media through the hashtag #StillWeReach @KennedyKing1968 or www.facebook.com/KennedyKingMemorialInitiative/.

# # #

***About Kennedy King Memorial Initiative***

The [Kennedy King Memorial Initiative](http://www.kennedykingindy.org) is a voluntary 501(c)3 organization based in Indianapolis that works to commemorate the historic speech delivered by Senator Robert F. Kennedy in Indianapolis on the night that Dr. Martin Luther King, Jr. was assassinated. The organization’s mission is to keep this unique moment in history alive and to leverage the message of Dr. King and Senator Kennedy to address issues of division and injustice experienced today. With support from the Indiana Pacers Foundation in 1994, an evocative and inspirational memorial sculpture was erected in the Martin Luther King, Jr. Park. For more information, please visit kennedykingindy.org.

***About Visit Indy***

Visit Indy’s mission is to enhance the quality of life in Indianapolis by optimizing visitor-related economic impact. For more information, [VisitIndy.com](https://urldefense.com/v3/__https:/www.visitindy.com/tourism__;!!AqUccmB9Oakh!jUQEutJ_7CNx8wv2-bf74yQFDUB1bl2LSWgz52OCfruWSGN78ip0rrz1paYI0fLFsWvoaTA$).

***About Indiana Sports Corp***

Founded in 1979 as the nation’s first sports commission, Indiana Sports Corp is a not-for-profit organization focused on bringing premier sporting events to Indiana to drive economic vitality, facilitate a vibrant community with civic pride and garner positive media attention. Because of this, Indiana Sports Corp is able to provide positive, sports-related opportunities for youth in the community. For more information, please visit [IndianaSportsCorp.org.](https://urldefense.com/v3/__https:/cl.exct.net/?qs=9a79c3d923ac5cd46179edac882b727119e4900b30e46d94cd298b83f55d719696408c46a63e98dac4535ce898eb5c6b__;!!AqUccmB9Oakh!jUQEutJ_7CNx8wv2-bf74yQFDUB1bl2LSWgz52OCfruWSGN78ip0rrz1paYI0fLF-TuyxU4$)

***About Indy Parks and Recreation***

Indy Parks and Recreation provides parks, greenspaces, trails, and recreation opportunities for Marion County residents and visitors. The agency offers 212 parks, 11,258 acres of greenspace, 153 miles of trails, more than 2,000 programs throughout the year, and so much more. For more information, visit [parks.indy.gov](https://www.indy.gov/agency/department-of-parks-and-recreation) or call (317) 327-PARK.