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**Kennedy King Memorial Initiative Takes Multimedia Approach to
Still We Reach: 52nd April 4th Commemoration**

*New format provides social distancing options for community to observe anniversary marking
Sen. Robert F. Kennedy's historic speech delivered in Indianapolis on April 4, 1968*

INDIANAPOLIS (April 1, 2020) – As the [Kennedy King Memorial Initiative](#) navigates this unprecedented time, the organization has reimagined the traditional April 4 commemoration of Sen. Robert F. Kennedy's famous speech in Indianapolis on April 4, 1968, the night Dr. Martin Luther King Jr. was killed. The Kennedy King Memorial Initiative, in partnership with [WISH-TV](#), will launch a commemorative website on April 1, 2020 in order to pay tribute to what has become one of the greatest speeches of the 20th century and a call for peace and inclusion that reverberates today.

Each year, the Kennedy King Memorial Initiative commemorates Dr. King's assassination and Sen. Kennedy's speech at the *Landmark for Peace Memorial* located in Dr. Martin Luther King Jr. Park at 17th and Broadway Streets. Although the community won't physically come together this year, the website will enable visitors to www.wishtv.com/community to stream video of Sen. Kennedy's historic speech and hear directly from civic leaders how this deeply moving moment in Indianapolis history continues to connect us to the values and legacy of Sen. Kennedy and Dr. King.

“As Indiana's only single-source, statewide news network, we are proud to partner with the Kennedy King Memorial Initiative to create an alternative solution to bring attention to an iconic speech and the significance April 4, 1968 plays in the history of our city and our nation as a whole,” said DuJuan McCoy, owner, president, and CEO of Circle City Broadcasting.

A viewing of the documentary, “A Ripple of Hope” on WFYI-TV on April 4, 2020 at 7 p.m. will also provide a more in-depth view of that fateful night and the events leading up to it.

Furthermore, a discussion guide will be made available by the Kennedy King Memorial Initiative to encourage families and friends to come together in commemoration and use the occasion as the impetus to call elders who may be alone, first to check on their wellbeing, as well as learn firsthand the impression April 4, 1968 had on them personally.

“This is a great opportunity to learn more about the history of our city, the perspectives and lived experiences of those in our families and communities and to have meaningful conversations around what we can do together that we cannot do apart,” said Darryl Lockett, executive director of Kennedy King Memorial Initiative.

Kennedy King Memorial Initiative's “Still We Reach: April 4th Commemoration” includes:

“Still We Reach: 52nd April 4th Commemoration” Website

Presented in partnership with WISH-TV

www.wishtv.com/community

The community is invited to relive this historical moment through photos and clips from the original speech.

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April 4, 2020 / [“A Ripple of Hope”](#) Airs on WFYI @ 7 p.m.

Presented in partnership with WFYI-TV

Documentary will be screened on WFYI 3 which can be viewed over the air, Ch. 351 on Spectrum (formerly Bright House Networks); Ch. 242 on Comcast/Xfinity

“A Ripple of Hope” Discussion Guide

Available on the [Kennedy King Memorial Initiative website](#)

The community is invited to access the discussion guide to facilitate conversations amongst family and friends.

In addition to the multimedia events, the community is also invited to visit the grounds where Sen. Kennedy’s historic speech took place on April 4, 1968. Although [Indy Parks](#) facilities are currently closed, the outdoor campus, located in Dr. Martin Luther King Jr. Park at 601 E. 17th St. in Indianapolis, is still open and features the *Landmark for Peace Memorial* sculpture of King and Kennedy reaching out to each other. Out of an abundance of caution and to mitigate the spread of COVID-19, the community is asked to practice social distancing (6 feet between each other) when they visit in order to keep the space healthy and safe. Dr. Martin Luther King Jr. Park is open to the public daily from dawn to dusk.

“Robert F. Kennedy’s speech on one of the darkest days of history has become one of the most influential messages of the 20th century, creating ripples of hope that have helped to define our world today,” said State Rep. Gregory W. Porter, board president of Kennedy King Memorial Initiative. “We are fortunate that even during this unsettling time, strategic partnerships and technology will enable us to come together to honor the lives of Dr. King and Sen. Kennedy to keep their legacy and message of hope alive.”

For more information on Kennedy King Memorial Initiative, visit www.kennedykingindy.org. The public is also encouraged to follow the conversation on ways to diminish racial conflict, inspire courageous action, and strengthen Indianapolis on social media through the hashtag [#StillWeReach](#) [@KennedyKing1968](#) or on Facebook at [KennedyKingMemorialInitiative/](#).

About Kennedy King Memorial Initiative

The [Kennedy King Memorial Initiative](#) 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.

About WISH-TV

[WISH-TV](#) has continued to set the standard for television excellence in Central Indiana, since 1954. The station has been honored as “Television Station of the Year” by the Indiana Broadcasters Association, for its “Overall Excellence” by the Edward R. Murrow Awards, and as “Outstanding News Operation,” “Outstanding Weather Operation,” “Best Newscast,” and “Best Website” by the Indiana Associated Press Broadcast Association. WISH-TV offers viewers 77 hours per week of local news and local programming and provides around the clock information on its digital platforms. WISH-TV is locally owned and operated by Circle City Broadcasting and is an affiliate of The CW network. The station serves more than a million households.

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