



## Press Release

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### For Immediate Release

Reena Evers-Everette, daughter of Medgar and Myrlie Evers, to be keynote speaker for the 2013 MLK Convocation at JSU and recipient of annual *For My People* Award along with the B.B. King Museum and Delta Interpretative Center.

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Jackson, MS—The Margaret Walker Center for the Study of the African-American Experience at Jackson State University is pleased to announce that Reena Evers-Everette will be the keynote speaker for the 44<sup>th</sup> Annual Dr. Martin Luther King, Jr., Birthday Convocation at 10 a.m. on Friday, January 18, in the Rose E. McCoy Auditorium on the JSU campus.

Evers-Everette is the daughter of civil rights activists Medgar and Myrlie Evers. Born in Mound Bayou, Mississippi, she moved with the family to Jackson so her father could expand his fight for human justice and equality. Evers-Everette was 8-years-old and a witness to her father's brutal assassination when he was gunned down in front of the family home.

Today, Evers-Everette serves as Executive Director for the Medgar and Myrlie Evers Institute, a national organization founded by Myrlie Evers to fulfill the vision of civil rights leader Medgar Evers through education and civic engagement programs. In collaboration with several organizations, the Evers Institute will recognize the 50<sup>th</sup> anniversary of Medgar Evers' assassination with events in Washington, D. C., and Jackson, Mississippi, June 5-12, 2013. For more information, visit [www.eversinstitute.org](http://www.eversinstitute.org).

A graduate of New York's Fashion Institute of Technology with a degree in Business Merchandising, Evers-Everette pursued her major in Washington, D.C., with a career as Assistant Buyer with a major department store, Woodward and Lothrop. She is an accomplished communications representative with more than 30 years of experience in government transportation affairs and travel agency training with United Airlines.

Her strong leadership, negotiation, interpersonal, and organizational skills have helped her in the corporate and non-profit arena with domestic and international entities, including service as a logistics coordinator and speaker for Sojourn to the Past, a project that takes high school students to the South on an educational journey of the Civil Rights Movement. Evers-Everette was inspired and humbled by her father's courageous leadership and integrity, and she seeks avenues to continue his mission.

MLK Convocation will be immediately followed by the 18<sup>th</sup> Annual *For My People* Awards luncheon at 11:45 a.m. in the JSU Student Center Ballroom.

The Margaret Walker Center will honor Evers-Everette and the B.B. King Museum and Delta Interpretative Center for their contributions to the public preservation of African-American history and culture with this annual award named after Margaret Walker's classic poem, *For My People*. Past recipients include James Meredith, Unita Blackwell, Robert Clark, Lerone Bennett, Andrew Young, Jesse Mosley, and others.

Located in the heart of the Mississippi Delta on U.S. Highway 82 between Greenwood and Greenville, not far from the famous Crossroads at Clarksdale, the B.B. King Museum opened in mid-September 2008 to honor the life and music of one of the most accomplished musicians of our time. The museum serves as a vital resource to the State of Mississippi and the City of Indianola. The museum's exhibits and educational programs serve to build bridges between the community and the world while preserving the rich cultural and musical heritage of the Mississippi Delta. The life of B.B. King provides the backdrop for the Museum to share the rich cultural heritage of the Mississippi Delta. Through an authentic presentation of music, art, artifacts and video, along with our educational programming, the Museum honors its namesake as an internationally renowned and influential musician, celebrates Delta blues music heritage and the local culture, encourages and inspires young artists and musicians, and enriches the lives of Delta youth and all who visit the museum campus.

Tickets for this year's *For My People* Awards luncheon can be purchased through the Margaret Walker Center for \$10 starting on January 2, 2013. For more information, visit the Center's website at [www.jsums.edu/margaretwalker](http://www.jsums.edu/margaretwalker) or contact the Center's staff at 601-979-2055 or [mwa@jsums.edu](mailto:mwa@jsums.edu).