



A LETTER FROM DR. BERNICE A. KING ABOUT BE LOVE DAY

Greetings to you all across the globe,

Thank you for your support of The King Center and for sharing our vision: “The Beloved Community where injustice ceases and love prevails.” With focus on this vision, we can unite to make the Beloved Community a reality.

We are grappling with so much pain and suffering right now. Haiti is in turmoil. Haiti’s turmoil is ours. The people of Tigray are in distress. Tigray’s distress distresses us. The First Nations people of Canada are mourning children. We mourn, too. In the United States, racism persists as many in this nation, including some elected officials, shun learning a devastating history and how that history yields injustice and inhumanity now. This impacts the world. The world is also influenced by the attack on democracy in the United States, as evidenced by the myriad of voter suppression laws aimed at weakening the voting power of Black and brown people, as well as those who live in rural communities. And, here in Atlanta, Georgia, our neighbors without houses are protesting for the right to be treated with dignity and decency. Their struggle is everyone’s struggle.

As my father, Dr. Martin Luther King, Jr., said “We are caught in an escapable network of mutuality, tied in a single garment destiny.” The more I witness how we engage each other in what he called our World House, the more I realize that our deficit in love is proving to be increasingly detrimental to our holistic wellbeing. Now, more than ever, we must BE LOVE.

How can we do that? The King Center, which recently launched BE LOVE, a global movement for justice, is hosting BE LOVE DAY on July 16th. That day, which will feature an all-day virtual livestream on our social media platforms, will focus on ways that we can make love the *in thing*.

BE LOVE DAY will include conversations about tangible steps for being love in various sectors of society and areas of life, such as family, legislation, education, corporate, media, entertainment, and social change. Musical artists will perform songs to inspire us to BE LOVE. And, on that day, we will highlight how nonviolence provides principles and steps that help us be love to create the Beloved Community. It will be a day for committing or recommitting to

greatness. As my mother and King Center founder, Coretta Scott King, said, “The greatness of a community is most accurately measured by the compassionate actions of its members.”

In support of BE LOVE DAY, I invite you to do these 5 things within the next 7 days:

1. Take the BE LOVE pledge at www.thekingcenter.org/belove.
2. Share that you took the pledge on social media - “I took @TheKingCenter’s #BeLove pledge. I encourage you to take it, too: www.thekingcenter.org/belove.” You can find a graphic to accompany your tweet or post at www.thekingcenter.org/belove.
3. Tag 10 people/organizations in tweets and posts inviting them to join us for BE LOVE DAY – “I am joining @TheKingCenter on July 16th for BE LOVE DAY. Let’s do that together. #BeLoveDay #BeLove.”
4. Join us virtually for BE LOVE DAY (July 16th) at www.thekingcenter.org.
5. Share 3 tweets/posts about the livestream that day using the hashtags #BeLoveDay #BeLove and @TheKingCenter.

Love transforms both people and systems. Love is a facilitator of good and a purveyor of justice, which my father defined as “love correcting everything that stands against love.” Let’s be vessels for that correction. Let’s BE LOVE. On BE LOVE DAY, let’s promise together to interrupt the norm to make love the norm.

Dr. Bernice A. King