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## Honoring Dr. King's Legacy Through Giving Back at Sid Jacobson JCC *2025 MLK Weekend of Service Inspires Action for All Ages This Weekend*

**East Hills, N.Y. (Jan. 15, 2025)** – Sid Jacobson JCC invites the community to honor the life and legacy of Dr. Martin Luther King, Jr. during its **MLK Weekend of Service**, January 18-20, in East Hills.

With opportunities for individuals and families to engage in meaningful acts of service, the three-day event encourages participants to “Be An Upstander” in advancing Dr. King’s call for justice and community action.

“Our annual MLK programming is crucial to our mission of fostering service, building good neighbors, and empowering upstanders,” **Susan Berman**, Associate Executive Director, Community Engagement, stated. “Through these impactful experiences, we aim to inspire others to carry Dr. King’s vision forward.”

From engaging storytime for young children to hands-on service projects, this weekend invites people of all ages to connect, contribute, and reflect on MLK’s transcendent ideals.

“I have learned so much about the struggles of Dr. King and those who stood beside him, the challenges they faced, and the issues of hate, poverty, and racism that still plague our society to this day,” said **Danny Capps**, Center for Community Engagement Program Coordinator. “Today, thanks to the work of a place like SJJCC, I better understand the true meaning of making it a day on instead of a day off.”

The 2025 MLK Weekend of Service includes:

- **Saturday, January 18:**

- **Read-A-Loud (10-11am):** The Bryant Library Children’s Department brings storytime and arts & crafts to SJJCC, inspiring kids to learn about kindness and Dr. King’s mission
- **Movies with a Mission (11am-3pm):** Bring the family and honor the life and legacy of Dr. Martin Luther King, Jr. with viewings of *The Color of Friendship* (TV-G) and *Our Friend Martin* (TV-G)
- **Sunday, January 19:**
  - **The Rescue (3-5pm):** Experience a live concerto retelling the story of Salvadoran Army Colonel Jose Arturo Castellanos’ heroic efforts to save thousands of Jewish people during the Holocaust
- **Monday, January 20: MLK Day of Service**
  - **Breakfast (10-10:30am):** Enjoy a light breakfast
  - **Community Drives (10am-2pm):**
    - **Food:** Contribute non-perishable food to our Nikki Schwartz Memorial Community Needs Bank
    - **Shoes:** Donate new or gently used footwear to help those in need, in partnership with Long Island Soles4Souls
    - **Clothing + Household Goods:** Provide new or gently used clothing and household goods to support Big Brothers Big Sisters of Long Island
    - **Hygiene Supplies:** Work with the Afya Foundation to collect essential hygiene items for those affected by the California wildfires
  - **Interactive Reading (10:30-11:30am):** Experience an engaging performance with author Ama Karikari, accompanied by a traditional djembe drummer
  - **Service Project (11:30am-1pm):** Various packing and assembling projects to benefit SJJCC’s Nikki Schwartz Memorial Community Needs Bank, serving local pantries and community members
  - **Blood Drive (1-7pm):** Help save a life in partnership with the New York Blood Center

All events as part of the MLK Weekend of Service will be held at Sid Jacobson JCC. More details can be found at [SJJCC.org/mlkweekend](http://SJJCC.org/mlkweekend).

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### About Sid Jacobson JCC

Sid Jacobson JCC ([sjjcc.org](http://sjjcc.org)) in East Hills provides a full range of cutting-edge recreational, health, fitness, educational, cultural arts, and social service programs. SJJCC promotes Jewish identity and provides a comprehensive program based on Jewish values, traditions, heritage, and culture, and is committed to enriching the lives of all individuals and families in its community. See community differently, “Like” the JCC on Facebook ([facebook.com/sidjacobsonjcc](https://facebook.com/sidjacobsonjcc)).

Sid Jacobson JCC is a beneficiary agency of the UJA Federation of New York.