



May 25, 2007

Ald. Joe Davis, Sr.  
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## March Tomorrow Will Send Strong Anti-Violence Statement, Alderman Says

*March-4-Freedom to Galvanize Community, Young People in Support of Positive Future for Milwaukee, Organizer Ald. Joe Davis Says*

The March-4-Freedom is expected to bring thousands of Milwaukeeans together in a show of unity Saturday along W. Capitol Dr., event organizer Ald. Joe Davis, Sr. said.

**Registration for the inaugural March-4-Freedom begins at 7 a.m. at N. Hopkins St. and W. Capitol Dr., with the march scheduled to start at 9 a.m. Marchers will proceed west on Capitol Dr. to N. 60<sup>th</sup> St., where a youth rally featuring several “special guest” speakers will take place on 60<sup>th</sup> St. between W. Capitol and W. Congress Streets. Media coverage is invited.**

Ald. Davis, who collaborated with a diverse array of community and religious groups, business representatives, educational leaders and others to put the march together, said the event is designed to combat the negative images of city youth often portrayed by the media. “We know that there are a lot of positive things happening in the community that go unnoticed – especially the positive things that are going on with the majority of our young people,” said Ald. Davis.

“Because teens and young people are many times an ignored constituency until something bad hits the news, I felt this (march) would be an opportunity for the positive aspects of our young people to be showcased,” the alderman said. “This march was put together in large measure by youth, and it is really their march.”

Major sponsors of the event include Bell Ambulance, Inland US Management (Midtown Center owner), Lowe’s, Wal-Mart, Lakeside Bus, Latino Community Center, Milwaukee County, Urban Underground, and Clear Channel Outdoor, Ald. Davis said.

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