



Media Contact: Terri Dixon
LAGRANT COMMUNICATIONS
323.469.8680, ext. 232
Terridixon@lagrant.com

JPMorgan Chase media relations:
Suzanne Ryan
213-621-8642
Suzanne.c.ryan@chase.com

FOR IMMEDIATE RELEASE

**DR. MARTIN LUTHER KING, JR. SPEECHES, SERMONS TO BE DISPLAYED AT
CAAM IN RARE SHOWCASE**

The King Center Imaging Project opens in Los Angeles

LOS ANGELES – May 1, 2013 – Hundreds of digitally preserved speeches, sermons and correspondence of Dr. Martin Luther King, Jr. will be on view at the California African American Museum (CAAM) May 5 -11, 2013 as part of an unprecedented effort to showcase the work of the civil rights leader.

With the help of JPMorgan Chase and The King Center in Atlanta, a team of more than 300, including U.S. veterans and students, have digitized more than 200,000 pieces of paper, including Dr. King's I Have a Dream speech, the Letter from Birmingham Jail and his Nobel Peace Prize acceptance speech. Those documents are now travelling around the country, in an interactive display called The King Center Imaging Project.

JPMorgan Chase organized the project as part of its Technology for Social Good initiative, which provides technological solutions to social organizations across the globe.

"It's important for JPMorgan Chase to support Dr. King's legacy because of the important values he committed his life to promoting, such as equality, equal opportunity, and quality education for all," said Jamie Dimon, chairman and chief executive of JPMorgan Chase & Co. "People like Dr. Martin Luther King are what made America what it is today. The values he espoused are the values that JPMorgan Chase also tries to stand for around the world."

The exhibition has traveled around the nation visiting such locations as the MLK Memorial Dedications and Congressional Black Caucus in Washington, D.C.; The King Center, Madison Square Garden, NAACP National Convention, Dusable Museum, Wright Museum and many more. This interactive booth encourages visitors to share their own dreams on an illuminated Dream Wall. More information and a full archive of the project are available at www.thekingcenter.org/archive.

--more--

Volunteers will be positioned near the booth to ensure visitors have the best experience possible. This event is free and open to the public. For more information on CAAM visit www.caamuseum.org. CAAM is located at 600 State Drive, Exposition Park, 90037. Parking is \$10 located in the lot adjacent to CAAM, at 39th and Figueroa Street. The museum will be closed on Monday, May 6th.

ABOUT THE CALIFORNIA AFRICAN AMERICAN MUSEUM

The California African American Museum (CAAM) researches, collects, preserves and interprets for public enrichment the history, art and culture of African Americans. Chartered by the California State Legislature in 1977, CAAM is a state supported institution and a partner with the 501(c)(3) non-profit organization Friends, the Foundation of the California African American Museum. In addition to its permanent collection of over 3,000 objects of art, artifacts and historical documents, CAAM also houses a research library containing more than 20,000 volumes, employs and trains high school students through its *Young Docents* program, and hosts in-house curated exhibitions and traveling exhibitions on a regular basis. The museum also tours CAAM exhibitions throughout California and the nation.

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.4 trillion and operations worldwide. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at www.jp.morgan.chase.com.

###