



Preserving Dr. King's legacy

Nearly 48 years ago, Dr. Martin Luther King, Jr. led the historic March on Washington—and made a lasting impact on the U.S. civil rights movement.

Now JPMorgan Chase is helping to ensure the scope of King's work will be preserved—and accessible—for generations to come.

The company is collaborating with The King Center in Atlanta to create a comprehensive educational website using King's documents, photographs and audio-visual materials, along with materials from King's wife, Coretta Scott King, and other prominent civil rights leaders.

Online archive

The King Center Imaging Project will make available to the public historical materials that have been accessible only to researchers—until now.

Through the bank's Technology for Social Good program, a team of highly skilled individuals has been organized to help digitize more than 1 million documents. The team consists of imaging and archival experts, as well as students from Morehouse and Spelman Colleges, the King family's alma maters.

Also helping digitize documents are U.S. veterans trained in imaging and archiving through the U.S. Army Corps of Engineers' Veterans Curation Program.

The finished pages will let educators select age-appropriate materials and create lesson plans related to historic events associated with those materials. The site is expected to be available to the public by Martin Luther King, Jr. Day in January, 2012.

Memorial donation

JPMorgan Chase also gave \$1 million toward the building of the Martin Luther King, Jr. Memorial in Washington, D.C.

According to JPMorgan Chase Chairman and CEO Jamie Dimon, "Many of Dr. King's teachings and values align closely to the values that drive our corporate responsibility—equality of opportunity, advancement through education and supporting our communities globally through service," he says.