



MEDIA ADVISORY

DALLAS LOVE PROJECT TO HOST 'WALK THE MOTORCADE VOUNTEER RALLY' EVENT IN HONOR OF THE 50TH ANNIVERSARY OF JFK'S DEATH

Local volunteers to go door-to-door along the JFK motorcade route to ask businesses to serve as exhibitors for more than 20,000 pieces of artwork being created by Dallas citizens

- WHAT:** The Dallas LOVE Project will host a "Walk the Motorcade Volunteer Rally" event to help secure exhibitors to soon display more than 20,000 pieces of artwork being created by Dallas residents in honor of the 50th anniversary of President John F. Kennedy's death. Volunteers participating in the city-wide project will walk along the [JFK motorcade route](#) to secure exhibitors to participate in displaying "Love" artwork inspired by great peacemakers, artists, poets and musicians that will be installed on September 21st, the International Day of Peace, and displayed through the 50th anniversary of his death on November 22, 2013, with takedown scheduled to start November 30, 2013.
- WHEN:** **Saturday, July 20, 2013***
9:00 a.m. – Training at 29 Pieces
9:30 a.m. to 1 p.m. – "Walk the Motorcade Volunteer Rally"
1 p.m. – Closing Rally at 29 Pieces
** Second volunteer rally also scheduled for July 27, same schedule and location**
- WHERE:** **29 Pieces** - Project Lead & Host
124 North Peak Street, Dallas, TX 75226 (click here for [map](#))
Media interested in covering this event, please contact Mauricio Navarro at 214-600-1533 in advance of the rally.
- ABOUT THE DALLAS LOVE PROJECT:** The "[Dallas LOVE Project](#)" is a tribute to JFK that will be expressed in the form of more than 20,000 pieces of unconditional love art installed on September 21st, the International Day of Peace, and displayed through the 50th anniversary of his assassination on November 22, 2013. Each and every work of art will be brought to life by the hands of a Dallas citizen, turning many physical and mental walls across the city of Dallas into galleries of love.

People interested in getting involved with the Dallas Love Project can go to <http://dallasloveproject.is/readyforyourinvolvement/>.
- VIDEO/PHOTO OPPORTUNITIES:** Video, photo and interview opportunities with representatives from the Dallas Love Project and volunteers along the JFK motorcade route.
- MEDIA CONTACT:** Mauricio Navarro (214) 600-1533 and navarro@raizpr.com
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