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**FOR IMMEDIATE RELEASE**

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### **Celebrating Martin Luther King Jr. Day With Service and the Stars and Stripes**

*The Flag Manufacturers Association of America encourages all Americans  
to display their American Flags for this National Day of Service*

(Wayne, PA, January 9, 2017) . . . On January 16, 2017, our country will honor the memory of Rev. Dr. Martin Luther King, Jr. This federal holiday is observed on the third Monday of January each year, close to his birthday on January 15. Many Americans will spend the day in service to their community. The Flag Manufacturers Association of America hopes that all citizens will also proudly display their American flags to show their support on this important day.

Dr. King, the chief spokesman for nonviolent activism in the civil rights movement, was assassinated in 1968. President Ronald Reagan signed the holiday into law in 1983, although it was not observed until 1986. It was officially observed by all 50 states for the first time in 2000.

Dr. King once said, "Life's most persistent and urgent question is: What are you doing for others?" Americans answer that question each year by coming together on this holiday to serve their neighbors and communities. In 1994, Congress designated Martin Luther King Jr. Day as a national day of service. The federal legislation, signed into law by President Bill Clinton, challenges Americans to transform the holiday into a day of volunteer service. Also often referred to as the MLK Day of Service, this is a perfect time for Americans to answer Dr. King's challenge to do something for others and make our country a better place to live. Go to [www.mlkday.gov](http://www.mlkday.gov) for further information and Action Guides for your community.

This day is also a perfect time for Americans to fly their American flag. The Flag Manufacturers Association of America (FMAA) hopes that everyone will show their support by proudly displaying their American flags to show their belief in our country and its potential.

United States law requires every flag be labeled with its "country of origin." Those designated as "Made in USA" may be true to their name, but only those bearing the FMAA Certification seal

are guaranteed to adhere to the standards and continued compliance as monitored by a professional association and its domestic members. Look for the FMAA Certification Seal to be sure it is truly an American made flag.

In 2005, FMAA launched its “Certified Made in the USA” certification program, designed to ensure that all American flags purchased are made in the U.S. of materials that are domestic in origin and that all processes involved in its manufacture were completed in U.S. facilities with U.S. labor. The FMAA monitors and requires re-certification from its member manufacturers every year.

The Flag Manufacturers Association of America is a non-profit trade association, established in 2003, dedicated to educating and promoting the quality, variety, and proper use of flags manufactured in the United States.

For more information on the Flag Manufacturers Association of America, visit our web site at [www.fmaa-usa.com](http://www.fmaa-usa.com), or follow us on YouTube ([www.youtube.com/user/fmaausa](http://www.youtube.com/user/fmaausa)), Twitter ([twitter.com/FMAA\\_USA](https://twitter.com/FMAA_USA)), and on Facebook ([www.facebook.com/fmaausa](http://www.facebook.com/fmaausa)).

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