“The Black Heritage Celebration continues to be one of the Cavaliers’ most impactful and enlightening programs,” said Cavs Legend and BHC co-chairman Campy Russell. “We’re thankful to have presenting partners State Farm and PNC Bank on board.

By JAMES W. WADE III

Staff Reporter

The Cleveland Cavaliers kicked off the 8th Annual State Farm Black Heritage Celebration presented by PNC – a month-long celebration highlighting the achievements of African Americans across Cleveland.

The Black Heritage Celebration (BHC) began with the signature Dr. Martin Luther King, Jr. Tribute Night last Friday at Quicken Loans Arena as the Cavs took on the Chicago Bulls.

The MLK Tribute Night honors Dr. King's legacy as one of the country's most celebrated equal rights leaders. Students of Cleveland's "Closing the Achievement Gap" (CTAG) program was recognized for braving adverse weather conditions and traveling to Washington D.C. in spite of a cancelled dedication ceremony to view the historic monument of the late Dr. King. Their passion and perseverance exemplify Dr. King's dream for the future generations of leaders and also coincide with the BHC's dedication to "continuing the dream".

During the halftime presentation, the CTAG students recited a special dedication to the City of Cleveland
in the spirit of Dr. King's famous "I Have a Dream" speech. Each young man announced his dream for the future of
Cleveland
. The Cavaliers also paid tribute to Dr. King with a commemorative video
, and two-time Sprite Step Off National Champions, the Delta Xi Chapter of Alpha Phi Alpha Fraternity, Inc., delivered a step show performance in honor of King, who was a member of the fraternity.

"The Black Heritage Celebration continues to be one of the Cavaliers' most impactful and enlightening programs," said Cavs Legend and BHC co-chairman Campy Russell. "We're thankful to have presenting partners State Farm and PNC Bank on board. Their commitment to celebrating Black achievement contributes greatly to the program's continued success."

"State Farm is honored to be the title sponsor of the Cleveland Cavaliers' 8th Annual Black Heritage Celebration," said State Farm Representative Joel Mohler. "Our diverse employee workforce, driven by our agents, is something that we pride ourselves on and allows us to create remarkable customer experiences."

"PNC and the Cleveland Cavaliers are continuing our annual partnership to present an exciting hometown Black Heritage Month celebration," said Paul Clark, PNC regional president for Cleve land .
"At PNC, celebrating diversity and inclusion is our way of doing business, every day. We address the unique needs of our customers, employees and communities through a variety of ways - including supporting community celebrations that spotlight diversity and achievement, doing business with more than 1,700 minority-and women-owned enterprises, providing culturally diverse programs, and engaging our employees through resource groups."