

2026 Martin Luther King Jr. March



Golden Eagles MLK FAQ

To our Golden Eagles: This FAQ addresses your first invitation to participate in our local MLK March and/or Parades. We are excited to embark on this new tradition together and hope to continue this collaboration for years to come.

Q1: When are the MLK Marches/Parades in 2026 at each campus?

A1: (see details below)

Campus	Date	Time	Address
Charlotte	Saturday, January 17, 2026	9:30 a.m. - 12 p.m. ET	Route: parade will start at Ninth Street, march down Tryon Street, and end at Brooklyn Village Avenue Main event website: HERE
Chesapeake Martin Luther King, Jr. Ceremony & Unity March	Monday, January 19, 2026	10 - 11:30 a.m.	Details Coming Soon! Chesapeake office will have a presence at the Norfolk MLK March Main event website: HERE
Colorado Springs All People's Breakfast and (MLK) Unity March	Monday, January 19, 2026	10:15-11:30 a.m. MT	All People's Breakfast: The Antlers Hotel, 4 S Cascade Ave. Doors open at 7:30 AM, and admission is free. Unity March The Antlers Hotel@ 10:15 AM Starting at 4 S Cascade Ave. Main event website: HERE
Phoenix MLK March	Monday, January 19, 2026	9 - 10:30 a.m. MT	Pilgrim Rest Church (across the street from East Lake Park). Starting at 1401 E. Jefferson St. Main event website: HERE
Plano Dr. Martin Luther King, Jr. Day Parade	Monday, January 19, 2026	10:30 a.m. - 1 p.m. CT	Starting at SM Wright Pkwy & Martin Luther King Jr Blvd and end at Fair Park Lot 9 Main event website: HERE
San Antonio The 39th Martin Luther King, Jr. San Antonio March and Celebration	Monday, January 19, 2026	10 -12 p.m. CT	Dr. Martin Luther King, Jr. Academy Starting at 3501 Martin Luther King Dr Ending at Pittman-Sullivan Park 1101 Iowa St Main event website: HERE
Tampa City of Tampa's MLK Parade	Monday, January 19, 2026	12 p.m. - 3 p.m. ET	Route: Start at 15th and 21st and ends at 22nd St and Osborne Ave. Main event website: HERE

Q2: How do I register for the MLK March?

A2: You can register for the MLK March by visiting: www.usaa.com/MLK

Q3: Do I need to register to participate in the MLK March?

A3: Yes, we are asking everyone to register. This helps us ensure proper on-site logistics and a seamless experience as we coordinate with local cities on participation numbers.

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Q4 How are MLK March shirts being distributed this year?

A4: MLK March shirts will be available on a first-come, first-served basis. Shirt design is unchanged from previous years, so if you already have one, there's no need to get a new one.

Q5: What identification is required for MLK March shirt pick-up?

A5: When picking up your MLK March shirt on campus, please have a valid driver's license or ID ready. For gated campuses, security officers will cross-reference your ID with the Golden Eagle roster provided to them. Please come alone, as guests will not be permitted in by security.

Q6: Where and when can I pick up my MLK March shirt?

A6: MLK March shirts are available for registered participants. You can pick them up at the campus lobby during our designated days and hours as outlined in the chart below. An employee volunteer will be distributing shirts during the specific dates / times.

Campus MLK Shirt pick-up details:

Charlotte	Date	Time (local time)	Location
	January 14	11 – 1	Main Lobby
	January 15	11 – 1	
Chesapeake	Date	Time (local time)	Location
	January 12	10 – 1	Main Lobby
	January 13	10 – 1	
	January 14	10 – 1	
	January 15	10 – 1	
Colorado Springs	Date	Time (local time)	Location
	January 14	11 – 2	Main Lobby
	January 15	11 – 1	
Phoenix	Date	Time (local time)	Location
	January 12	10 – 1	Main Lobby
	January 13	10 – 1	
	January 14	10 – 1	
	January 15	10 – 1	
Plano	Date	Time (local time)	Location
	January 12	11 – 1	Main Lobby
	January 13	11 – 1	
	January 14	11 – 1	
	January 15	11 – 1	
San Antonio	Date	Time (local time)	Location
	January 13	10 – 1	Main Lobby
	January 14	10 – 1	
	January 15	10 – 1	
Tampa	Date	Time (local time)	Location
	January 12	10 – 1	Commerce & Crosstown Main Lobby
	January 13	10 – 1	
	January 14	10 – 1	
	January 15	10 – 1	

Q7: Do I need to register for the MLK March event to pick up a shirt?

A7: Yes, event registration is required to be eligible to pick up a shirt. Please ensure you are registered for the MLK March.

Q8: Is there a limit to how many shirts I can pick up?

A8: Yes, the quantity of shirts you can pick up will be limited to you and one guest.

Q9: Is there a limit to how many guests I can register?

A9: No, as this is a public event, however shirts are limited to you and one guest.

Q10: Will the shirts be a new design this year?

A10: No, the shirts will be the exact same design that has been used for the MLK March for the past 10+ years.

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Q11: What if I can't make it to a designated pick-up day?

A11: We encourage you to plan to attend one of the announced pick-up days. Since shirts are first-come, first-served and quantities are limited, we recommend picking up your shirts as early as possible once the schedule is released. Golden Eagles will be notified if we run out of shirts prior to the last day for shirt pick up. If you need additional assistance, please email belonging@usaa.com.

Q12: Day of the event, what if I forget my USAA MLK shirt at home?

A12: Unfortunately, MLK t-shirts will not be distributed at the marches; however, USAA MLK shirts are not required for participation!

Q13: Where should I park for the March/Parade?

A13: Shuttles will not be provided for Golden Eagles from the campuses given the space limitations. (See parking details in chart.)

Charlotte	Parking is available at the expense of the participant at any parking garage or lot located close to the parade route in Uptown. Please note that street closures begin at 7 am ET. Please arrive no later than 8:30 am ET.
Chesapeake	Scope Garage, Charlotte Street Garage, or Harrison Opera House Lot, with options to pre-book via SpotHero, at the expense of the employee.
Colorado Springs	Public parking near The Antlers Hotel @ 4 S. Cascade Ave. There are public parking garages nearby and street parking as well.
Phoenix	<p>There will be parking available at Pilgrim Rest and the surrounding streets. There will be trolley provided to take participants back to their vehicles after the March is completed.</p> <p>You must be in the parking lot before 8:30 a.m. They will close the street at 8:30 am and drivers will need to turn at 14th Street or go down to 17th Street to access Jackson Street to get to the church.</p>
Plano	Free parking is available in lots 10A and 9A at Fair Park (3508 Pennsylvania Ave, Dallas, TX 75210). The Staging Area is next to Lot 10A. Please arrive to the Staging Area by 8:30 am.
San Antonio	<p>Free parking is available at the following locations:</p> <ul style="list-style-type: none">• St. Philip's College (1801 Martin Luther King Dr, San Antonio, TX 78203)• Freeman Coliseum (3201 E Houston St, San Antonio, TX 78219) <p>FREE VIA Bus transportation to the start of the March will run from these locations between 8:00 AM and 10:00 AM and return shuttles from Pittman-Sullivan Park will operate between 12:00 PM and 3 PM.</p>
Tampa	Parking for Parade Participants is in Cuscaden Park Field (Entrance in 15th Street)

Q14: Where is the USAA meeting point on the day of the March/Parade?

A14: A separate document titled "Know Before You Go" will be emailed prior to the day of the event which will include details on USAA meeting points for each event. Be on the lookout for employees carrying MLK signs and banners.

Phoenix: USAA marchers will be near the front of the March following the dignitaries.

San Antonio: line-up position 5.15

Q15: What are the contingency plans for bad weather?

A15: Each city will make the final decision if the march occurs, and participants will be notified via CVENT email of any changes to date/time or cancellation. In addition, please watch your local weather channel and the Golden Eagles communication channels.

Q16: How do I find out if the March gets canceled?

A16: In the event of a cancellation, all registered participants will receive notifications via email, sent from the event registration system (CVENT).

Q17: Are there any additional details I need to know for my specific March?

A17: Yes! All regional marches will have additional 'Know Before You Go' details emailed to registered participants the week of the event.