

NEWS RELEASE

Greenville-Pitt County Chamber of Commerce
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FOR IMMEDIATE RELEASE

January 14, 2026

Chamber to host Annual Community Unity Breakfast *Held in Commemoration of Dr. Martin Luther King Jr.'s Birthday*

GREENVILLE, NC (January 14, 2026) – The Greenville-Pitt County Chamber of Commerce will host its 29th Annual Community Unity Breakfast on Monday, January 19, 2026, from 7:30 a.m. to 9:00 a.m. at the ECU Murphy Center (Harvey Hall). This annual event is held in commemoration of Dr. Martin Luther King Jr.'s birthday and brings together community leaders and residents to honor the legacy of Dr. King.

Brian Floyd, chief operating officer of ECU Health, will deliver the keynote address. As COO of ECU Health, Floyd plays a key role in overseeing systemwide operations for one of North Carolina's largest healthcare providers. His leadership focuses on operational excellence, patient-centered care, and strengthening partnerships that advance the health and well-being of the communities ECU Health serves.

"It is always inspiring to see such a strong community turnout for this event," said Aileen Peacock, Director of Events for the Greenville-Pitt County Chamber of Commerce. "Holding this commemoration at the start of the year is especially meaningful, as it sets a powerful tone for moving forward with kindness, acceptance, and purpose in both our hearts and our actions. Together, we honor Dr. King's vision and reaffirm our commitment to the principles that guide us toward a brighter, more inclusive future."

Breakfast will be available at 7:30 a.m. and the program will begin at 8:00 a.m. This event is free and open to the public, and the community is encouraged to join us for an inspiring morning. No registration is required.

The Community Unity Breakfast is presented by the City of Greenville, ECU Health, Nutrien, and Reimage Church. Additional sponsors include Greenville Utilities Commission, 101.9 Kiss FM, Greenville-Pitt County Convention and Visitors Bureau, East Carolina University, Pitt Community College, and Pitt County Economic Development.

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