

FOR IMMEDIATE RELEASE

The Results Are In!

International Civil Rights Center & Museum Telethon Funds Raised

Greensboro, February 3, 2017 -- Feb. 1, 2017, marked the 57th Anniversary of the historic moment when four black teenagers -- freshmen at the Agricultural & Technical College of North Carolina (now North Carolina A. & T. State University) -- sat down at the Woolworth's segregated "white's only" lunch counter and requested to be served. Their courageous actions inspired thousands of students and older citizens to conduct lunch counter sit-in protests throughout the South. This non-violent direct action, to insist on equal status among other Americans, reignited the Civil Rights Movement and helped a nation embrace the end of segregated public accommodations.

This year, we chose the anniversary date as the day for the International Civil Rights Center & Museum's fundraising telethon. We are delighted to announce that we raised more than \$21,300 by late Thursday evening. And donations continue to come in.

On behalf of the Board of Directors, we thank the staff of WFMY News2, who spent several weeks helping to prepare to execute the fund-raiser; WUNC for airing radio announcements; and all of our donors, volunteers, corporate leaders and staff for answering more than 260 calls. For each \$1 donated, the impact to the Museum is \$2 because the City of Greensboro will match the funds donated, as part of our loan set-off. So the real beneficial impact to the Museum for that day is \$42,600.

Continuing throughout the day, donors called, donated online, and walked into the Museum to show their support for this regional centerpiece of an earlier day's progress, from as early as 6 a.m. until 7:30 p.m. -- well after the telethon lines were closed and the cameras were gone -- donors called, donated online, and walked into the Museum to show their support for this regional centerpiece of an earlier day's progress. And since Thursday, supporters have continued to call or send in donations via the website at www.sitinmovement.org, to help support the Museum's annual operations.

Our volunteer phone operators were employees from: AARP, Alston Realty, BB&T, Cone Health, Crime Stoppers, Gate City Alumni Association, the Islamic Center of Greensboro, the Red Hat Society, SunTrust Bank, and many other long-term Museum corporate allies.

Corporate leaders also stopped by to help answer phones for a one hour slot. Paul A. Jeffrey, President of Wesley Long Hospital, dropped in to make a statement about "Why Cone Health Supports the ICRCM." In it, he states:

"The International Civil Rights Center and Museum is a historical monument. It is a reminder of who we were, and what we did to become who we are. The civil rights story is important to the history of our country and community and the ICRCM helps ensure that story is remembered and shared.

"Great art, culture, and social justice are not always profitable activities and deserve community support to stay vibrant in our society. We must support the ICRCM for this and many other reasons.

"The ICRCM is a monument of courage. The courage of many who came before us -- and against all odds, obstacles and exclusionary beliefs, we have become a more inclusive society and community. It also reminds us of the struggle for civil rights in healthcare and the story of that struggle needs to be told.

"This Center and Museum will continue to capture the story of our transformation. Like Dr. Martin Luther King, Jr. and the Four Sit-ins, we stand for equality for all, regardless of color, race, national origin, religion, ethnicity or sexual orientation.

"Both the national civil rights movement and the healthcare civil rights effort have deep roots here in Greensboro and we need to remember our past, seek forgiveness and work for reconciliation in both of these arenas as we move toward the future."

As the day progressed, the staff of the Museum were very pleasantly surprised to have Ms. Simpson, of Virginia, a former employee of Woolworth come to the Museum for her first visit. Upon learning who she was, as a former employee who had worked for Woolworth in Virginia, we just could not ignore getting an on-camera, impromptu interview. I would encourage you to see it at WFMY News 2.

The February 1 Telethon funds raised will help the International Civil Rights Center & Museum continue on a path of growth in institutional strength and community engagement. All proceeds will go toward helping the Museum retire the forgivable loan with the City of Greensboro.

About International Civil Rights Center & Museum

International Civil Rights Center & Museum (ICRCM)-a historic landmark, exhibiting and collecting institution, and educational service organization-promotes an understanding of the struggles for equality, justice, and freedom in the United States and across the world. **ICRCM**, located in the former F.W. Woolworth building, was the site of the 1960 lunch counter sit-in protest against racially segregated eating accommodations. The 1960 Greensboro sit-ins reignited the civil rights movement that would bring an end to "Jim Crow" restrictions.

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