



For Immediate Release

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**THE INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
ANNOUNCES GRAND OPENING ACTIVITIES**

Museum Chairman Skip Alston Previews Three-Day Event

GREENSBORO, N.C., (Aug. 11, 2009) — The International Civil Rights Center & Museum today announced its grand opening with activities to commemorate the 50th anniversary of the F.W. Woolworth sit-ins. The [Museum](#) will officially open on Feb. 1, 2010.

“The International Civil Rights Center & Museum is a memorial to the courageous actions of the [Greensboro Four](#) (Ezell Blair, Franklin McCain, Joseph McNeil and David Richmond) and subsequent participants of the F.W. Woolworth sit-ins and nonviolent protests that defined a pivotal moment in the civil rights movement,” said Melvin “Skip” Alston, chairman of the International Civil Rights Center & Museum. “We are honored to commemorate the 50th anniversary of the sit-in movement with the Museum’s grand opening in 2010.”

The Museum’s opening schedule of events will include:

- 50th anniversary gala and banquet, Saturday, Jan. 30, 2010
- Ecumenical service, Sunday, Jan. 31, 2010
- Grand opening ceremonies at site of the historic F.W. Woolworth sit-ins in Greensboro, N.C., Monday, Feb. 1, 2010

50th Anniversary Gala & Banquet – Jan. 30, 2010

The celebration will begin with the Museum’s annual [banquet](#). This event is a benefit for the Museum that recognizes international civil and human rights achievements by community leaders, corporations, organizations and individuals throughout the world. Past award recipients have included Dr. Maya Angelou, Harry Belafonte, John Lewis, Nelson Mandela, Rosa Parks and Cicely Tyson.

[Nido Qubein](#), chairman of the 2010 gala, will host the Museum’s 50th anniversary banquet. Qubein is president of High Point University in High Point, N.C., and is a major philanthropist, author, innovative educator and creative businessman.

Qubein has received an unprecedented number of awards for professional speaking including the Golden Gavel from Toastmasters International, and has written more than a dozen books on leadership, sales and achievement. Among the roster of many personal awards and recognitions, Qubein is a recipient of the Horatio Alger Award for Distinguished Americans for his personal success story.

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“We are honored to have such a dynamic and inspirational person as Nido Qubein serving as our 2010 Gala Chairman,” said Amelia Parker, executive director for the International Civil Rights Center & Museum. “He is globally recognized, and his international profile and economic success have impacted this region significantly. We are privileged to have his support for this momentous event.”

Ecumenical Service – Jan. 31, 2010

On Sunday, Jan. 31, the International Civil Rights Center & Museum will host a mass ecumenical [service](#) that will be free and open to the public in Greensboro, N.C.

Grand Opening and Ribbon Cutting – Feb. 1, 2010

Grand opening [ceremonies](#) will begin on the morning of Feb. 1, 2010.

The International Civil Rights Center & Museum will explore the international struggle for civil and human rights focusing on the nonviolent protests of the F.W. Woolworth sit-ins that served as a catalyst for the civil rights movement. The 43,000-square-foot facility will feature 14 signature exhibits, a gallery, as well as a Joint Center for the Study of Civil and Human Rights and a children’s activity and education center.

Currently undergoing construction and restoration, the building (built in 1929) was site of the F.W. Woolworth lunch counter sit-ins where four North Carolina A&T students walked into the store and sat down in nonviolent protest at the whites-only lunch counter.

“Feb. 1, 1960 was a defining moment of the civil rights movement,” said Alston. “The F.W. Woolworth lunch counter sit-ins that started in Greensboro, sparked a movement and spread through the South. It was a galvanizing event in the struggle for civil rights.”

For more information about the International Civil Rights Center & Museum’s grand opening and schedule of events, please visit www.sitinmovement.org/savethedate.

About the International Civil Rights Center & Museum

The International Civil Rights Center & Museum will function as an archival center, collecting museum and teaching facility devoted to the international struggle for civil and human rights focusing on the nonviolent protests of the F.W. Woolworth sit-ins. The 43,000 square-foot museum is located on the historic site where four courageous students from North Carolina A&T University began their protest at the whites-only lunch counter.

The Museum complex features educational exhibits, a gallery, auditorium, archival center, and a Joint Center for the Study of Civil and Human Rights.

The International Civil Rights Center & Museum was founded by Melvin “Skip” Alston and Earl Jones in 1993 under the auspices of the Sit-in Movement Inc.

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