



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

November 1, 2017

Dear Museum Supporters:

Will you stand with us on the (civil) right(s) side of history?

On February 1, 1960, four African-American students from N.C. A&T College sat down for regular service at a five-and-ten-cent store's "whites only" lunch counter. We celebrate their act of courage — which started the national Sit-In Movement — every day at the International Civil Rights Center & Museum in Greensboro, N.C. With an extensive permanent exhibit brought to life by the passion and knowledge of a small but dynamic professional staff, we work to uphold the legacy of this International Coalition of Site of Conscience, promote understanding for an ever growing public, and advance the vision of a better America.

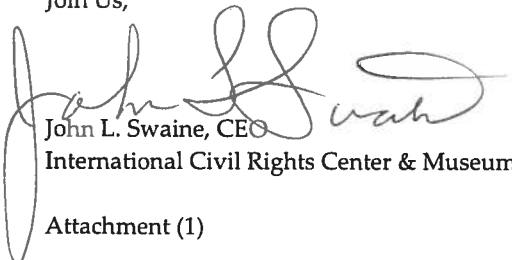
We need your support to maintain this world class Museum, expand its mission, and deepen the inspiring account of our country's best story — the Civil Rights Movement, then and now, to make the promises of our Constitution true at last. Through vivid photography, video reenactments, and interactive galleries, visitors here learn about the daily battles to end discrimination. They explore how people of all backgrounds can effect social change throughout the world. Indeed, everyone who takes one of our educational and immersive tours leaves changed in some way. Their comments on TripAdvisor.com attest to this, along with their ranking the Museum as the No. 1 site in the Greensboro area. Also, recently ranked by tripping.com as the 9th most interesting attraction on the East Coast to visit. But there is much more to do.

We need funds to ensure continued operations, equipment and technology updates, and most importantly to maintain the admission-free educational field trips we provide for students in grades 4, 5, 8, and 11 attending Low-Income Title 1 schools across the region.

It is of great consequence for the quality of our civilization that students today learn about the struggles of people like Charles Bess, who worked as a teen aged busboy behind the famous lunch counter in the 60s. Mr. Bess recently returned for an extensive filmed interview. Clearly, age had not slowed the energy or sharpness with which he re-enacted the events of nearly six decades ago. As he remembered, "Up to the moment the four students took their seats, it had always seemed completely normal for blacks and whites to be kept separate in public places. Afterward though, things shifted. It didn't seem natural anymore."

Even now, though, the news across the nation grows ever more troubling, with hate crimes and incidents of racial discord on the rise. At this Museum of thoughtful remembrance and hopeful anticipation, we are working diligently to change the dialogue among the conscientious people of this country, and you can help. A brochure and a preaddressed envelope are enclosed with details about how your financial support can make a tremendous difference and enhance a sense of mutuality among all who are engaged in the common venture of a Civil-Rights America. We invite you to stand with us.

Join Us,



John L. Swaine, CEO
International Civil Rights Center & Museum

Attachment (1)