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**CIVIL RIGHTS MUSEUM TO HOST THE GEORGE C. SIMKINS, JR. MEMORIAL GOLF CLASSIC
JUNE 20 AND 21, 2014**

GREENSBORO, N.C., (April 25, 2014)—On Friday and Saturday, June 20 and 21, 2014, the International Civil Rights Center & Museum (ICRCM) will host a benefit—a weekend of golfing activities honoring the legacy of the late Dr. George C. Simkins, Jr. An ardent activist for civil rights, Simkins, a dentist, and five other African Americans defied the segregationist tradition of the 1950s by playing at the “whites only” Gillespie Park Golf Course. Their courageous stance and subsequent legal battles in the quest for justice and freedom is a great legacy to every freedom loving North Carolinian. “We want a new generation of golfers to enjoy the game, and as well, learn about Greensboro’s twentieth century legend who fought racial restrictions to make America a more inclusive nation for all” said Deena Hayes-Greene, Chair of the ICRCM Board of Directors.

Washington, D.C. journalist Christopher Simkins with Voice of America, and Atlanta attorney Jeanne Simkins Hollis of the Simkins Hollis Law Group will serve as honorary co-chairs for the event. They are the son and daughter of the civil rights activist for whom the tournament is named.

The lineup of activities includes a Pairings Party on Friday evening, 6:00 p.m. to 8:00 p.m. at the Museum. In addition to the great networking opportunity, this gathering will also feature a silent auction and raffle. The next day, Saturday, the George C. Simkins, Jr. Memorial Golf Classic will be held at Bryan Park. The opening 7:00 a.m. registration hour is followed by the 8:00 a.m. Tee-time. This fundraising event—with a player’s fee of \$125—includes Captain’s Choice, a continental breakfast, and an awards luncheon following the tournament. Players may take advantage of an early bird special registration fee of \$100 if payment is made by May 11th. However, a late registration fee of \$150 takes effect on June 18th.

The Museum is seeking the support of local businesses to help make this benefit a success. There are opportunities to donate items for the silent auction and raffle. Equally significant, some businesses may wish to serve as sponsors of the tournament at the following levels: \$7,500 (premier), \$5,000 (platinum), \$2,500 (gold), \$1,000 (silver), and \$500 (green/tee). Chair Hayes-Greene says, “This is a time for you to join neighbors and friends for a great game of golf, honor the legendary Dr. Simkins who transformed our community, and raise funds to support the Museum—especially its operations and educational programs.”

You may visit the Museum's website at www.sitinmovement.org. To contribute to the silent auction and raffle, or to register to play, you may also contact Bamidele A. Demerson by telephone at the Museum, (336) 274-9199.

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Backgrounder

About the International Civil Rights Center & Museum

The International Civil Rights Center & Museum—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. The 45,000 square-foot Museum is located in the former F.W. Woolworth building. It was here that four courageous students from North Carolina A&T State University initiated a protest at the segregated whites-only lunch counter that reignited the civil rights movement. The Museum complex features a 17-gallery long term interactive exhibitions, a changing exhibition gallery, an auditorium, class rooms, children’s activity center, and archives. 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.