



For Immediate Release

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**INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
TO HOST ANNUAL GOLF TOURNAMENT ON JUNE 7**

Seventh annual event will be held at Bryan Park

GREENSBORO, N.C., (May 17, 2010) – The International Civil Rights Center & Museum will host its seventh annual golf tournament Monday, June 7, at Bryan Park in Greensboro, N.C. The tournament is one of three major fundraising events hosted by the Museum. Individual registration is currently open (\$125 per player) with corporate sponsorship opportunities also available.

As one of the organization's most popular events, all proceeds from the tournament support the Museum's sustainability efforts, as well as educational and special programming.

"One of the most unique characteristics of this tournament is its format," said Melvin "Skip" Alston, chairman and co-founder of the International Civil Rights Center & Museum. "The game of golf extends beyond pairing teams together by providing individuals the opportunity to build relationships with those of diverse cultural backgrounds."

Prior to Monday's event, a pairings party will take place on Sunday, June 6, at 6 p.m. in the Museum's Changing Gallery. Golf pairings will be announced during the course of the evening, as golfers and their spouses enjoy a social gathering complete with refreshments and entertainment. Sponsors will also be recognized for their contributions.

The tournament will feature a variety of contests, prizes, a "flighted scramble format" and trophies for the winning teams. Participants in the hole-in-one contest will have a chance to win a new 2010 Suzuki Kizashi, courtesy of Suzuki of Greensboro. Gifts bags will be provided with items donated by The Fresh Market, Blue House Apparel, LLC and Polo Ralph Lauren, among other sponsors.

Expected to be on hand for this year's tournament is Mr. Joseph McNeil, one of the original members of the Greensboro Four. Over the past several years, more than 100 community

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leaders, organizers, sponsors and notable celebrities have come out for the tournament. Past tournament participants have included professional golfer Charles Sifford, one of the first African Americans to help desegregate the Professional Golfers' Association (PGA), National Football League (NFL) stars Benny Snipe, a former Pittsburgh Steelers running back and Keith Williams, a former Dallas Cowboys player.

For further details, including sponsorship information, please contact Special Events and Membership Coordinator Pam Glass at (336) 274-9199 x235 or pglass@sitinmovement.org. Individual registration can be completed online at www.sitinmovement.org/events/event-tickets.asp.

2010 ICRCM Golf Tournament Schedule:

Sunday, June 6, 2010 – International Civil Rights Center & Museum (Changing Gallery)

6 p.m. Pairings Party (spouses welcome)

Monday, June 7, 2010 – Bryan Park Golf Course

11:00 a.m. Registration/Lunch

12:30 p.m. Announcements/Proceed to tees

1:00 p.m. Flighted Scramble Format

5:30 p.m. Roundup and Cookout

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