



For Immediate Release

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### **INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM ANNOUNCES NEW LEADERSHIP ROLES FOR EXECUTIVE TEAM**

**GREENSBORO, N.C.**, (April 19, 2010) – The International Civil Rights Center & Museum announced today new leadership roles for its executive team. After a successful grand opening, sold-out tours and robust educational programming, three members of the organization’s leadership team are assuming new responsibilities.

“Our work did not end on Feb. 1, 2010,” said Melvin “Skip” Alston, chairman and co-founder of the International Civil Rights Center & Museum. “We are confident in our executive leadership team. Their new and expanded roles will better serve the Museum and help establish this facility as one of the leading African-American heritage sites in the country.”

- Amelia Parker, who has served as the Museum’s executive director since 2004, will take on a new role as managing director for development and will function as the organization’s chief fundraiser. Parker will be primarily responsible for raising the vital external funds to support the Museum’s anticipated \$1 million operating budget.
- Museum Curator and Program Director Bamidele Demerson will take on an expanded role, which will include overseeing the Museum’s daily operations as executive director. He will be responsible for overseeing the Museum’s programming and exhibitions. Demerson joined the Museum in November 2009 after serving as executive director of the Harrison Museum of African American Culture in Roanoke, Va.
- Director of Finance & Administration John Swaine, who joined the Museum’s executive team last year, will continue to function in this role.

“I look forward to assuming my role as managing director for development,” said Amelia Parker. “This new responsibility will offer me an opportunity to contribute to the Museum’s sustainability and provide the necessary support to guarantee its growth and continued success.”

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Since its opening on Feb. 1, 2010, the International Civil Rights Center & Museum has welcomed visitors from around the world. The Museum continues to expand its monthly special event and educational programming with activities for all ages, including a storytelling and reading hour held every Saturday at 11 a.m.

The Museum, located at 134 S. Elm Street, is open 10 a.m. to 7 p.m., Tuesday – Thursday; 10 a.m. to 8 p.m., Friday – Saturday; and 10 a.m. to 6 p.m. on Sunday. The Museum is closed on Mondays. Admission is \$8 for adults, \$6 for seniors and students, and \$4 for children. Free admission for children under the age of five who are accompanied by an adult. For tickets and additional information, please contact the Museum at (336) 274-9199 or visit [www.sitinmovement.org](http://www.sitinmovement.org).

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