



For Immediate Release

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INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM BEGINS TICKET SALES

Public Tickets for Opening Day Must Be Purchased in Advance

GREENSBORO, N.C., (Jan. 25, 2010) — The International Civil Rights Center & Museum today launched ticket sales for its grand opening and beyond. Tickets are available by phone, online and in person at the Triad Stage ticket office. Because of the high volume of visitors the Museum expects during its first weeks of operation, it highly encourages citizens to purchase advance tickets.

To ensure the best possible Museum experience, tours of the Museum will initially be staged every 20 minutes in groups of 25 or fewer visitors. For the Feb. 1, grand opening, advance tickets for general public tours are on sale for time slots from 1 p.m. through 7:40 p.m. Beginning Feb. 2, the Museum will move to its normal operating hours of 10 a.m. to 6 p.m. Tuesday – Saturday and 1 p.m. to 5 p.m. on Sunday. The Museum will be closed on Mondays.

Advance Tickets

To purchase tickets via credit card in advance of February 1, citizens can call 336-272-0160 or 866-579-8499, toll free Monday through Friday 10am – 6:00pm, or log on to www.sitinmovement.org to order tickets.

Day of Ticket Purchases

On February 1, immediately following the Ribbon Cutting ceremony, citizens can visit the Triad Stage box office at 232 S. Elm St. to purchase tickets for future visits to the Museum.

Post Opening Tickets

After the opening of the Museum, advance tickets can be purchased by phone (866-579-8499), online (www.sitinmovement.org) or at the Museum.

Admission fees to the Museum include:

- \$8 for adults
- \$6 for college students, youth between the ages between 12 – 18 and seniors over the age of 65
- \$4 for children between the ages of 6 -11
- Free admission for children 5 and under (must be accompanied by an adult)

For more information about the International Civil Rights Center & Museum's ticket sales and grand opening schedule of events, visit www.sitinmovement.org.

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