

*Please Vote to*

# **ENHANCE A CIVIL RIGHTS LANDMARK**

---

“ MAIN STREET / GREENSBORO ”



*for the*  
**INTERNATIONAL CIVIL RIGHTS CENTER  
& MUSEUM**  
*to Receive a \$150,000 Grant*

**from Partners-In-Preservation**

---

*You have 5 Votes Each Day,  
from Sept. 24 to Oct. 26, 2018*

On-line: [www.VoteYourMainStreet.org/GREENSBORO](http://www.VoteYourMainStreet.org/GREENSBORO)

Text: **52886**

**Our project:**  
"An Environment Fit for a Civil Rights Landmark"

The logo for "Partners in Preservation" features the word "PARTNERS" in a large, bold, black sans-serif font at the top. Below it, the word "IN" is centered and flanked by two horizontal lines. At the bottom, the word "PRESERVATION" is written in a bold, black sans-serif font, matching the style of "PARTNERS".

**The INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM  
Is Participating in  
“PARTNERS IN PRESERVATION:  
MAIN STREET CAMPAIGN REFLECTING AMERICAN  
DIVERSITY”**

***The F.W. Woolworth’s Civil Rights Sit-In Landmark  
Can Win Preservation Funding  
by Gaining On-Line Voting Support  
from Its Broad Constituency***

**GREENSBORO, N.C. — September 24, 2018** — As a participant of the 2018 *Partners in Preservation* campaign, the **International Civil Rights Center & Museum** is encouraging the public to visit [VoteYourMainStreet.org](http://VoteYourMainStreet.org) to endorse funding to enhance the preservation of the **F.W. Woolworth’s** at the heart of Greensboro’s “Main Street.” Or you can get started by texting “**MainStreet**” to **52886**.

The landmark site on Elm Street houses **the iconic five-and-dime-store lunch counter in its original location where the 1960s Sit-In Movement began**, re-igniting the Civil Rights Movement as a whole. It has been preserved as a museum dedicated to teaching about the larger Civil Rights Movement. Thus the landmark reflects **this nation's finest story, with its focus on a true American Revolution on behalf of full and equal citizenship in an inclusive and diverse society.**

On this street, therefore, which once served as the firm North-South boundary between the city's black and white communities, now stands a Civil Rights Museum commemorating **the historic actions of the N.C. A&T Four in initiating the non-violent sit-in at the all-white lunch-counter on Feb. 1, 1960.** This successful **citizen intervention to make America truer to its stated values** — sustained by students from many local institutions over six months — put the North Carolina Piedmont on the map as **a world center for lessons on the struggle for civil and human rights.**

If the ICRCM achieves a ranking of sufficient votes from the public endorsing “Main Street/Greensboro” in this campaign — which begins on Sept. 24 and extends through Oct. 26 — the F.W. Woolworth's site will implement a preservation project to achieve “An Energy Environment Fit for a Civil Rights Landmark.” It will receive a \$150,000 grant to upgrade its heating and air conditioning system, along with making other energy-saving improvements that will decrease currently extraordinary utility costs and position the facility as a more environmentally efficient organization.

American Express and The National Trust for Historic Preservation, in collaboration with Main Street America, announced today that their annual Partners in Preservation campaign is headed back to Main Street **with a focus on sites that celebrate diversity and the fight for equality.**

Partners in Preservation is a community-based partnership, created by the National Trust for Historic Preservation and American Express, to raise awareness of the importance of preserving historic places and their role in sustaining local communities. To-date, it has committed over \$22 million in support of more than 200 historic sites across the country. Drawing on the success of the 2017 program, this year the campaign will award \$2 million in grants to historic sites on America's Main Streets. Each of the 20 sites featured in the campaign played a role in the development of a diverse nation or the struggle for equal rights.

Partners in Preservation: Main Streets seeks to inspire long-term support from local citizens for sites on Main Street. Each local partner is receiving an initial grant of \$20,000 to increase public awareness of the importance of these historic places and build grassroots support for their Main Street district. The public will decide which historic sites will receive a share of \$2 million in preservation funding by voting for their favorite main streets through October 26 at [VoteYourMainStreet.org](http://VoteYourMainStreet.org), hosted by media partner National Geographic. Winners will be announced on October 29.

## **Partners in Preservation: Main Streets Open House Weekend**

The Civil Rights Museum will host an Open House Weekend event on Oct. 19 and 20 for the public, highlighting the importance of Main Street preservation efforts and themes of social inclusion in Greensboro. Elm Street's F.W. Woolworth's landmark is one of 20 diverse and historic Main Street sites across the country participating in the Partners in Preservation: Main Streets Open House Weekend.

As part of the International Civil Rights Center & Museum's Open House Weekend, residents and guests of Greensboro and the North Carolina Piedmont Triad will be able to participate in the Museum's programs emphasizing the strategic use of the preserved F.W. Woolworth's building as a *teaching* landmark, along with our plans for using the site as a platform for further inquiry into the ideas of a Civil-Rights America. Please watch for announcements with further details.

Open House Weekend activities at this Greensboro Main Street site are one of many local events taking place nationwide on October.

For more information and to vote daily for Main Street/Greensboro (the International Civil Rights Center & Museum) through October 26, visit [VoteYourMainStreet.org](http://VoteYourMainStreet.org).

###

### ***About the International Civil Rights Center & Museum***

Opened in 2010, the International Civil Rights Center & Museum is both a museum of the Civil Rights Movement, animating a historically preserved landmark, and an educationally activist organization devoted to the understanding and advancement of civil and human rights in this country and in the world. It commemorates the launch, on February 1, 1960, of the sit-ins at a whites-only lunch counter in Greensboro, by the "North Carolina A&T Four" college students. Their non-violent protest challenged the American People to make good on the nation's trans-generational promises on behalf of civil rights and social inclusion enunciated in the Constitution of the United States. According to many accounts, the larger Sit-In Movement inspired by the Greensboro Four re-ignited the Civil Rights Movement as a whole.

The ICRCM's corporate parent, Sit-In Movement, Inc. was founded in 1993 as a non-profit organization to acquire and preserve the F.W. Woolworth building where the original sit-ins occurred and to establish the Center and Museum at the site to serve as a hub for the advancement of understanding about civil rights — and as a monument to the bravery and initiative of visionary young advocates of equal citizenship and social justice.

### ***About Partners in Preservation***

Partners in Preservation is a program in which American Express, in partnership with the National Trust for Historic Preservation, awards preservation grants to historic places across the country.

Through this partnership, American Express and the National Trust for Historic Preservation seek to increase the public's awareness of the importance of historic preservation in the United States and to preserve America's historic and cultural places. The program also hopes to inspire long-term support from local citizens for the historic places at the heart of their communities.

### ***About American Express***

American Express is a globally integrated payments company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at [americanexpress.com](http://americanexpress.com) and connect with us on [facebook.com/americanexpress](https://www.facebook.com/americanexpress), [instagram.com/americanexpress](https://www.instagram.com/americanexpress), [linkedin.com/company/american-express](https://www.linkedin.com/company/american-express), [twitter.com/americanexpress](https://twitter.com/americanexpress), and [youtube.com/americanexpress](https://www.youtube.com/americanexpress).

Key links to products, services and corporate responsibility information: charge and credit cards, business credit cards, travel services, gift cards, prepaid cards, merchant services, Accertify, InAuth, corporate card, business travel, and corporate responsibility.

### ***About the National Trust for Historic Preservation***

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places: [www.savingplaces.org](http://www.savingplaces.org).

### ***About Main Street America***

Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation. [www.mainstreet.org](http://www.mainstreet.org)

### ***About National Geographic Partners LLC***

National Geographic Partners LLC, a joint venture between National Geographic Society and 21<sup>st</sup> Century Fox, combines National Geographic television channels with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic Studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, catalog, licensing and e-commerce businesses. A portion of the proceeds from National Geographic Partners LLC will be used to fund science, exploration, conservation and education through significant ongoing contributions to the work of the National Geographic Society. For more information, visit <http://www.nationalgeographic.com/> and find us on Facebook, Twitter, Instagram, Google+, YouTube, LinkedIn and Pinterest.

### ***About Shop Small®***

Shop Small® is a nationwide movement to support small, independent businesses and call attention to the valuable and distinct contributions they make to their communities and the economy. Shop Small celebrates small businesses ranging from retail stores and restaurants to fitness studios and salons, and everything in between. The Shop Small movement was spurred by the widespread participation in Small Business Saturday®, a day founded in 2010 by American Express. This national holiday shopping tradition is dedicated to celebrating small businesses and driving more customers through their doors on the Saturday after Thanksgiving. November 24, 2018 marks the ninth annual Small Business Saturday, proudly backed by American Express. Learn more and connect with us on [ShopSmall.com](http://ShopSmall.com), [instagram.com/shopsmall](https://www.instagram.com/shopsmall), [facebook.com/SmallBusinessSaturday](https://www.facebook.com/SmallBusinessSaturday).