

## **PRESS RELEASE**

*For Release Monday, December 28, 2009*

**Contact:** Ahmad Ward, Head of Education  
**Phone:** (205) 328-9696, ext. 234  
**Fax:** (205) 251-6104  
**E-Mail:** [award@bcri.org](mailto:award@bcri.org)

### **BCRI OPEN NEW YEAR'S DAY TO WELCOME BOWL FANS**

*Birmingham, Alabama*—Several staff members at the Birmingham Civil Rights Institute (BCRI) have agreed to trade their New Year's holiday for the opportunity to welcome football fans and other visitors to the facility. With the move of the PapaJohns.com Bowl game to the January calendar, BCRI staff want to be in place to welcome any potential guests to the state's number one attraction (named as such by the Alabama Department of Tourism). The Institute will open January 1, 2010 with new admission fees and a very different exhibition for fans that have not walked through since January 2009. BCRI hours for Friday are 10 a.m. until 5 p.m.

Beginning on that same day, the price of admission to BCRI will increase slightly. This will not affect senior citizen costs and, in keeping with Institute policy, children 17 and under, living in Jefferson County, will continue to be admitted free.

The admission fees will be as follows:

- Adults: \$12
- Groups (25 or more): \$9
- Seniors (65 and older): \$5
- College Students: \$6 with college ID
- Children (Grades 4-12, living outside of Jefferson County): \$3
- Children (ages 17 and under, living in Jefferson County, Alabama): FREE
- Sunday: FREE Admission Day for Everyone

The Birmingham Civil Rights Institute's mission is to promote civil and human rights worldwide through education. It is open for tours on Tuesday through Saturday from 10:00 a.m. until 5:00 p.m. and Sunday from 1:00 p.m. until 5:00 p.m. Beginning on the King Holiday through the end of February, BCRI is open Mondays. Tickets can be purchased by visiting the Institute's Web site at [www.bcri.org](http://www.bcri.org). For more information, contact the Institute at (866) 328-9696, ext. 211.

###