



PRESS RELEASE

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FedEx Sponsors Free Admission to the Birmingham Civil Rights Institute on April 4, 2018 to Observe the 50th Anniversary of Dr. King's Assassination

BCRI will extend hours from 10 am to 6 pm

March 20-The Birmingham Civil Rights Institute's (BCRI) will commemorate the 50th Anniversary of the assassination of Dr. Martin Luther King, Jr. on Wednesday April 4, 2018 from 10 a.m.-6 p.m. FedEx is sponsoring the event, which will provide free admission to the public as well as other special events. Additionally, there will be speakers, a libation ceremony and a moment of silence at 6:01 pm, the time of Dr. King's assassination. BCRI will also host a press conference to announce the significance of Dr. King's legacy and the calendar of events to celebrate its 25th anniversary.

"Dr. Martin Luther King, Jr.'s life was about service to others and his message was one of equality and fairness for all," said Shannon A. Brown, Senior Vice President and Chief Human Resources and Diversity Officer of FedEx Express. "FedEx is honored to celebrate the legacy and values of Dr. King through our support of the Birmingham Civil Rights Institute."

"We appreciate FedEx's generosity as the sponsor of a free day at BCRI," stated Andrea L. Taylor, President and CEO. "FedEx, a global organization delivering change around the world, shares BCRI's strong commitment to community, education and improving lives. Their support gives families in our region wider access to the Institute's thought-provoking exhibits and programs," she continued."

The day's activities include the following:

- 10 a.m.: Press Conference to announce events
- **Free** admission to BCRI from **10-6 p.m.**
- 10 a.m.: Live stream of events at the National Civil Rights Museum in Memphis

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5-6 p.m.: Program at the Pavilion in Kelly Ingram Park

- Jeff Drew, foot soldier from the Movement and friend of Dr. King, will speak
- Community Libation Ceremony
- 6:01 pm: Moment of Silence to observe the time that Dr. King was assassinated on April 4.

The assassination of Dr. King in 1968 was one of the first of a series of tragedies that echo eerily today. At 6:01 pm on Thursday, April 4, 1968, Dr. Martin Luther King was assassinated while standing on a balcony outside his second-floor room at the Lorraine Motel in Memphis, Tennessee. Dr. King was in Memphis to support a sanitation workers' strike and was on his way to dinner when a bullet struck him. King was pronounced dead after his arrival at a Memphis hospital. He was 39 years old. News of King's assassination prompted major outbreaks of racial violence, resulting in more than 40 deaths nationwide and extensive property damage in over 100 American cities. James Earl Ray, a 40-year-old escaped fugitive, later confessed to the crime and was sentenced to a 99-year prison term.

Today, Dr. King is considered one of the most important figures of the 20th century for those seeking freedom, justice, equality and peace. His philosophy of nonviolence stands as one of the most successful answers to the world's ongoing struggle against violence and injustice.

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About BCRI:

Birmingham Civil Rights Institute, an affiliate of the Smithsonian Institution, and part of the Birmingham Civil Rights National Monument, is a cultural and educational research center that promotes a comprehensive understanding for the significance of civil rights developments in Birmingham. Celebrating its 25th anniversary in 2017, BCRI reaches more than 150,000 individuals each year through teacher education (including curriculum development and teacher training), group tours, outreach programs (school and community), award-winning after-school and public programs, exhibitions and extensive archival collections.