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FOR IMMEDIATE RELEASE

BCRI Receives \$25K Donation from ServiceNow

Tech Company Delivers a Charitable Bang for the Changemaking Buck

BIRMINGHAM, AL (February 1, 2022) – The Birmingham Civil Rights Institute (BCRI) is pleased to announce that the tech company ServiceNow contributed \$25,000 this month to support the Institute’s mission of preserving and telling the Birmingham civil rights story.

ServiceNow delivers digital workflows that create great experiences and unlock productivity in what the company calls “the future of work.” They believe that diversity and inclusion are table stakes. Both BCRI and ServiceNow share in the mission to make space to listen, share openly, and engage in respectful dialogue. The company extends this work into their communities through civic engagement, digital literacy, and nonprofit support.

Chris Rogers heads Diversity, Inclusion, and Belonging (DIBs) at Product for ServiceNow. “The Birmingham Civil Rights Institute is at the heart and fabric of what we believe in, our core beliefs,” said Rogers during a visit to the Institute this month. “I love the fact that [BCRI] is reimagining what the Institute can be in this day and age as a digital readiness space. We want to make sure that the next generation has this information. We don’t want it to get lost.”

As the Institute reemerges as a thought leader and a necessary partner for the advancement of social justice, we understand the critical need to provide an immersive digital experience for visitors. By investing in our innovation, ServiceNow helps the Institute take one step closer to realizing more engagement with more of the public than ever - from foot soldiers to current activists, leaders and voices who have a unique perspective regarding the Civil Rights Movement of the past and present. “This contribution further inspires a renewed sense of purpose and charge for changemaking,” said DeJuana Thompson, BCRI President and CEO. “We are so grateful for this contribution that will allow us to go on adapting and adjusting as the world continues to change around us.”

About BCRI: The Birmingham Civil Rights Institute is a cultural and educational research center that promotes a comprehensive understanding for the significance of The Civil Rights Movement in Birmingham. For more than 28 years, we have enlightened each generation about civil and human rights. A part of the Birmingham Civil Rights National Monument and an affiliate of the Smithsonian Institution, we stand strong as the cornerstone of the civil rights story, a living memorial with an ongoing mission.