



FACT SHEET

LOCATION:

Lorraine Motel, Memphis, TN, where Dr. Martin Luther King, Jr. was assassinated, April 4, 1968. The Museum site is at South Main and Huling Streets, in the historic South Main District of downtown Memphis.

OPENING:

Dedicated June 30 – July 4, 1991. Opened, September 28, 1991.

MISSION:

The National Civil Rights Museum located at the Lorraine Motel, the assassination site of Dr. Martin Luther King, Jr., chronicles key episodes of the American civil rights movement and the legacy of the movement to inspire participation in civil and human rights efforts globally, through its collections, exhibitions and educational programs.

FACILITIES:

The Museum consists of a campus with three buildings; two of which have over 52,800 square feet of permanent exhibition space. Also, located on the grounds are an auditorium, a courtyard and promenade park for performances, a changing gallery, a museum gift shop, along with an administrative office building.

EXHIBITS:

The Museum presents America's Civil Rights Story concentrating on the seminal events of the 1950's and 1960's. Exhibits include: *Montgomery Bus Boycott*; *Brown vs. Board of Topeka*; *Little Rock*; *The March on Washington*; *Freedom Movement*; *March from Selma to Montgomery*; and *Memphis Sanitation Workers Strike*.

EXPANSION:

“Exploring the Legacy,” the \$11 million dollar expansion opened in 2002, is housed in the boarding house building where James Earl Ray allegedly fired the shot that killed Dr. King, and includes never before seen evidence surrounding the assassination on exhibit.

The Museum initiated the contribution for renovation of the Lorraine Motel in 2010 to address several facility and educational needs, update permanent exhibits, include interactive elements replace technological infrastructure and enlarge public meeting and educational spaces.

SPECIAL PROGRAMMING:

The National Civil Rights Museum's National and International **Freedom Awards** are bestowed annually on individuals who have fought for freedom, justice, and equality in America and around the world. Honorees include Rosa Parks, Archbishop Desmond Tutu, Nelson Mandela, Jimmy Carter, Bill Clinton, Al Gore, Elie Weisel, Dr. Dorothy Height,

Andrew Young, General Colin Powell, Yitzhak Rabin, Thurgood Marshall, Dr. Benjamin Hooks, Mikhail Gorbachev, Lech Walesa, Harry Belafonte, Sidney Poitier, John Lewis and Julian Bond.

The **King Day Celebration**, planned annually in January, celebrates the life and legacy of Dr. Martin Luther King, Jr. on the national holiday. Each April 4th is a program of remembrance commemorating Dr. King's death.

FUNDING:

The National Civil Rights Museum is a non-profit organization with attendance of 200,000 annually; of which 50,000 - 60,000 are school children. It relies on financial support from admissions, memberships, museum shop sales, facilities usage, and private donations. The museum receives no ongoing annual funding from city, county or federal governments.

ATTENDANCE:

The Museum has hosted over 4 million visitors.

ACCREDITATION:

In 2011, the Museum received a 15-year accreditation from the American Alliance of Museums. Only 5% of museums earn that distinction.

RENOVATION:

In 2008, the Museum launched a \$40 million capital and endowment campaign, of which \$28 million was for major renovation and \$12 million was for Museum endowment. The renovation of the historic Lorraine Motel was completed, April, 2014.

ACCOMPLISHMENTS:

- In 2008, the museum was listed as one of 15 "must see" attractions for kids under 15 by *BudgetTravel.com*
- In 2009, the Museum produced an Academy Award nominated documentary, "*The Witness from the Balcony of Room 306.*"
- The Museum has been a category on *Jeopardy*.
- In 2013, the Museum was voted the 3rd Best Iconic American Attraction by *USA Today Reader's Choice*.