

National Civil Rights Museum®

AT THE LORRAINE MOTEL



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 this movement to inspire participation in civil and human rights efforts globally, through our collections, exhibitions, and educational programs.

History

In 1968, the attention of the nation was focused on the Lorraine Motel. It was this year, on April 4th that Dr. Martin Luther King Jr., co-founder of the Southern Christian Leadership Conference and acknowledged leader of the Civil Rights Movement, was assassinated. The aftershock of this event would plunge the Lorraine Motel, a small minority-owned business in the south-end of downtown Memphis into a long and steep decline.

By 1982, the Lorraine Motel was a foreclosed property. A group of prominent Memphians, concerned that this historic site would be destroyed through continued neglect and indifference, formed the Martin Luther King Memorial Foundation to save the Lorraine. In September 1991, the National Civil Rights Museum opened.



Unremitting Struggle

Chronicles the story of the Civil Rights movement from 1619. Slavery in America was opposed by some and supported by others. Learn about abolitionists William Lloyd Garrison, and Frederick Douglass; rebels Nat Turner and John Brown; early court cases such as that of Sarah Roberts; and African Americans who served in the Civil War.

Strategies for Change



Throughout the South, Jim Crow or Black Code laws were established that legally limited the freedom of black people after the failure of Reconstruction. Two of the most famous voices to emerge during this era were Booker T. Washington and W.E.B. DuBois. Many important relationships between African Americans and white philanthropists were cultivated during this time. By 1920, the Ku Klux Klan boasted a membership of 5 million people.

Organizations

The establishment of the Brotherhood of Sleeping Car Porters, the National Association for the Advancement of Colored People (NAACP), National Urban League and other organizations including the Nation of Islam became a part of the leadership and inspiration of many African Americans as a result of widespread racism.

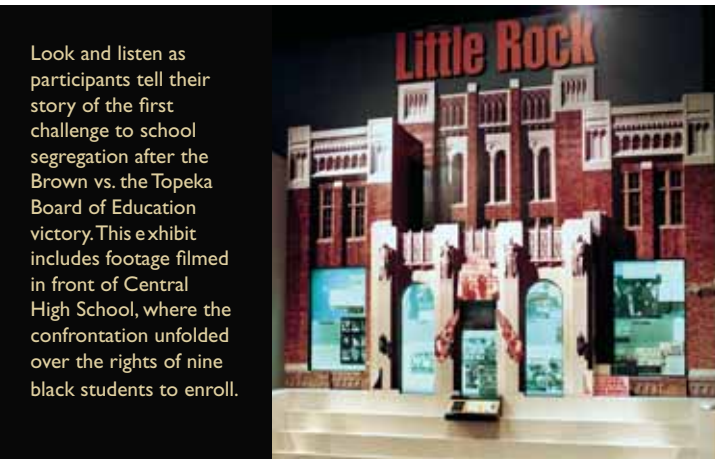
Brown vs. The Topeka Board of Education

In 1954, Thurgood Marshall and Charles Houston of the NAACP Legal Defense and Education Fund effectively argued before the Supreme Court that segregation in public schools denied African American children "equal protection" before the law and cultivated a perception that African Americans were inferior. In 1955 Chief Justice Earl Warren issued a court order demanding that school segregation end with "deliberate speed."

Brown V. the Topeka Board of Education



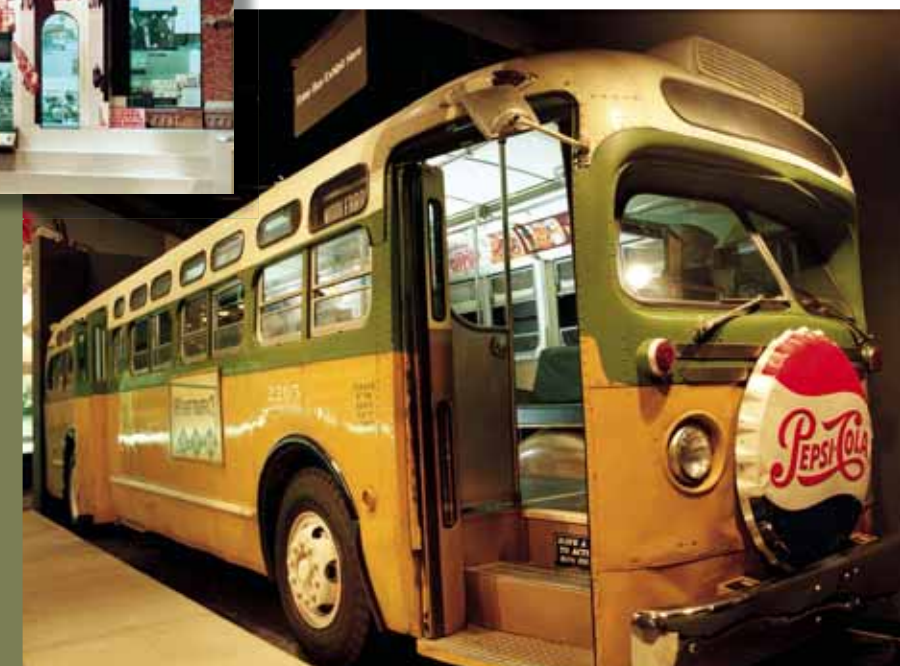
Little Rock - Central High



Look and listen as participants tell their story of the first challenge to school segregation after the Brown vs. the Topeka Board of Education victory. This exhibit includes footage filmed in front of Central High School, where the confrontation unfolded over the rights of nine black students to enroll.

Freedom Rides

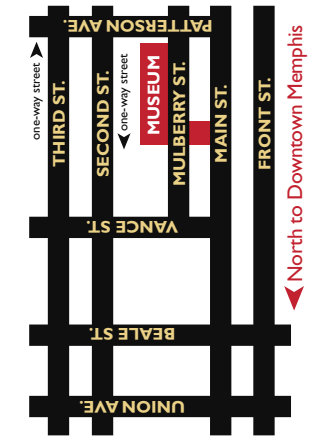
In 1961, 7 African Americans and 6 Whites joined forces to expose the persistence of illegal segregation on buses and trains. They vowed to ride a Greyhound bus from Washington, D.C. to New Orleans, Louisiana. They never made it. Beaten and arrested in Alabama, the Greyhound bus firebombed, they were forced to fly to New Orleans. A second team of freedom riders was dispatched and President John F. Kennedy sent Federal Marshals to protect them.



Montgomery Bus Boycott

Walk onto a Montgomery city bus. Do you know the "rules of the road"? Imagine it's 1955 and Rosa Parks had just sat where she didn't belong, setting off the first of many demonstrations and introducing the nation to the leadership of a 26 year old Martin Luther King Jr.

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AT THE LORRAINE MOTEL
450 Mulberry Street
Memphis, TN 38103-4214
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www.civilrights museum.org





Project C - Birmingham

The "C" is for confrontation. Sit-ins, mass meetings and boycotts were planned. Birmingham Police Chief Eugene "Bull" Connor ordered firemen to turn high pressurized water hoses on the marchers and released police dogs into the group. The public images of the violence created the success of the Civil Rights Act of 1964.

March from Selma to Montgomery

Walk across a replica of the Edmund Pettus Bridge, a bridge that was part of the historic march "Bloody Sunday", the movement's last great public protest where 600 marchers were tear-gassed and beaten as they marched peacefully. The national attention influenced President Johnson's ratification of the Voting Rights Act of 1965.

Battle for Ole Miss

University of Mississippi
The Lyceum building on the campus of Ole Miss provides the backdrop of this story: James Meredith, an African American applied for admission to the University in 1961, which sparked protests and riots. President Kennedy sent in 6,000 troops after Mississippi Governor Ross Barnett refused to provide protection for Meredith. Meredith did register and graduate from the University.

People of Memphis

A garbage truck and a line of marchers set the background for this exhibit, which also uses videos of news coverage to explain the tragic irony of the 1968 Memphis Sanitation Workers strike.



Freedom Summer

Student activists banded together to send White and African American volunteers into Mississippi to increase voter participation and establish better schools. The campaign was marred by the murder of three young civil rights volunteers: Andrew Goodman, James Chaney and Michael Schwerner in Philadelphia, MS and the murder of NAACP field secretary Medgar Evers in Jackson, MS.

Chicago Freedom Movement

By the mid-1960's, the Civil Rights Movement began to focus on urban dilemmas such as unemployment, poverty and hunger.



March on Washington

Conceived by A. Phillip Randolph, the March on Washington was to bring attention to the widening gap between Whites and African Americans. Thousands gathered to hear speeches including one of the world's most famous, "I Have A Dream" by Dr. Martin Luther King, Jr.



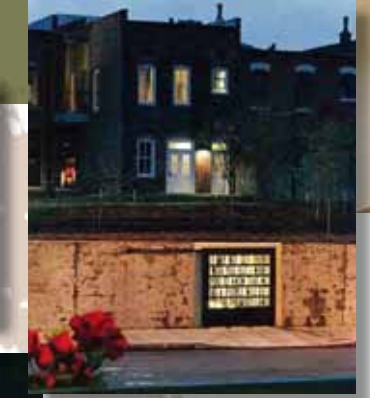
Quest for Answers

A replica of the 1966 Mustang driven by James Earl Ray begins the search for the assassin and more importantly the answer to three key questions: What happened after Dr. King's death? Did the movement die in Memphis? What happened to the Movement both nationally and internationally?

Exploring the Legacy

The shot that changed the world...

The Museum expansion continues to chronicle the civil and human rights movement from 1968 to 2000. Housed in the Young Morrow building and former rooming house where accused assassin James Earl Ray stayed in April 1968.



Young/Morrow Boarding House

Witnesses say the shot came from across the courtyard, from a bathroom window at the Young/Morrow Boarding house. Enter the boarding house through the tunnel as we Remember the Messenger.



Search for the Killer

Examine the State of Tennessee's investigative materials and the trial evidence that was never presented. Evidentiary materials are displayed with a video presentation of the case against James Earl Ray and a set of interactives with evidence that led to Ray. Ray died in prison of cancer in 1998 while serving a 99 year sentence.



Room 306

Room 307 had been the motel room for Dr. Martin Luther King Jr. in 1966. Years later however on April 3, 1968, Dr. Martin Luther King Jr., checked into the Lorraine Motel's room 306. The emotional and historical climax of this exhibit is provided as Room 306 can be viewed as it was on April 4, 1968 the day of his assassination.

We Want to be FREE

Demonstrates how the American Civil Rights Movement was a prototype for human rights movements throughout the world. The video presentation compels and inspires us to act and continue making a difference by challenging injustice and discrimination where it may exist.

Become A Member Today!

Call 901-521-9699, ext. 237

Visit our website for details at www.civilrights museum.org.

Admission Prices effective July 1, 2009

- Adults – \$13.00
- Students – \$11.00 with college identification
- Seniors (55 and older) - \$11.00
- Children (aged 4 to 17) – \$9.50
- Children (aged 3 and under) – FREE
- Museum Members & Active Military with ID – FREE
- Military Veterans with ID – 20% Discount
- FREE PERIOD – Mondays after 3 p.m.
 - For Tennessee residents with state issued ID
 - Not valid during holidays and special events

Audio tours available for an additional fee.

GROUP TOURS of 20 or more are eligible for an admission discount if tour is booked a minimum of two weeks in advance. For discount rate contact the Museum Group Tour coordinator at 901-521-9699, x225 or 235.

Photography and videotaping inside the Museum is prohibited. Media requests should be forwarded to the Office of Marketing and Public Relations at (901) 521-9699.

Regular Museum Hours (closed every Tuesday)

Mon., Wed., Thurs., Fri., Sat.: 9 a.m. - 5 p.m.
Sunday: 1 p.m. - 5 p.m.

June 1 - August 31, the Museum is open until 6 p.m.

Activities

Visit our website at www.civilrights museum.org for details about upcoming events.

Contact us at:

450 Mulberry St. • Memphis, Tennessee 38103
(901) 521-9699 • www.civilrights museum.org

The National Civil Rights Museum is a 501 (c) (3) tax-exempt organization. IRS Section 170 (b) (iii) for federal tax purposes. All donations and contributions are tax deductible.



Museum Store

The Museum has two gift shops for visitors located in the main Museum or the expansion on Main Street.

Shop Online at www.civilrights museum.org/store