



May 15, 2024

FOR IMMEDIATE RELEASE

Contact: John L. Swaine

336.274.9199

jswaine@sitinmovement.org

**INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
ACHIEVES NEXT STAGE OF FEDERAL APPROVAL
FOR LANDMARK RECOGNITION
OF THE GREENSBORO F.W. WOOLWORTH'S BUILDING**

GREENSBORO, N.C. — After a lengthy and rigorous process, we are thrilled to share exciting news regarding the F.W. Woolworth's building in Greensboro. We are delighted to announce that the Landmarks Committee of the National Park Service has unanimously granted approval for the advancement of our beloved building to the next decision stages of approval as a National Historic Landmark. This is the highest level of recognition for a landmark site in the United States.

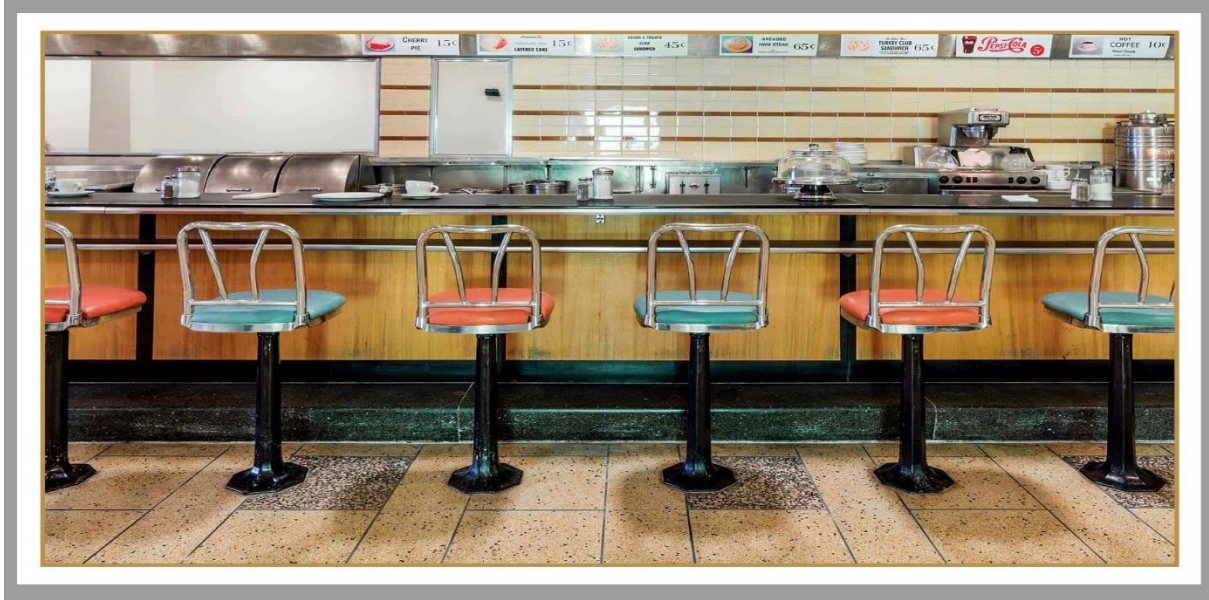
This achievement is a testament to the dedication and hard work of everyone involved in preserving the historical fabric and civil rights significance of the F.W. Woolworth's building. From passionate advocates to diligent researchers, each person has played an essential role in our progress in attaining this milestone.

As we reflect on the course of this journey so far, we cannot but feel a sense of pride and gratitude. The F.W. Woolworth's landmark holds a special place in our North Carolina Triad community's heart, symbolizing resilience, enlightenment, moderation, and a spirit of human belonging. The decision of the federal committee today clears our way for eligibility to be included on the Tentative List for consideration as part of a UNESCO World Heritage Site. As such, the Woolworth's building would be a key component of a series of 1960s-Era Civil Rights properties to be nominated by the United States as monuments of "universal significance," confirming not only our local heritage, but offering a global symbol of struggle and progress. As a matter of fact, however, that stage in our progress as a marker of human accomplishment still has several years to run.

We recognize that this accomplishment would not have been possible without the steady support of the community that has built up around the educational mission of the International Civil Rights Center & Museum, which the Woolworth's landmark was restored to house. Your enthusiasm, advocacy, and commitment to preserving the cultural legacy of advocacy for equality and dignity have been truly inspiring. Together, we have demonstrated the power of collaborative action and effective strategic planning, with a vision of a better way of living together ahead.

And, as we look ahead, let us continue to work together to ensure that this “teaching landmark” and site of conscience receives the recognition it deserves on the world stage. But we need to continue to be steadfast in our efforts to preserve and celebrate our shared heritage for generations to come.

Together we have shown that we can achieve great things and leave positive lessons of mutual decency and productive unity for future generations.



About the Sit-In Movement

The Sit-In Movement began at the F.W. Woolworth’s building in Greensboro, N.C., on Feb. 1, 1960, when four N.C. A&T freshman students – Joseph McNeil, Franklin McCain, Ezell Blair Jr. (Jibreel Khazan), and David Richmond – requested and were refused service at the whites-only lunch counter, which has been preserved in its original location as the iconic centerpiece of the Civil Rights Museum.

Almost immediately in 1960, the non-violent direct-action “sit-in” tactic spread across the nation. It has been a method of peaceful protest against injustice and for constructive social change ever since. As the saying now goes, “They took a seat to make a stand.”

The International Civil Rights Center & Museum attracts visitors from around the globe to explore the story of the struggle for racial justice and human equality from the period of the 1960s modern civil rights movement. The acclaimed tours and restored Woolworth’s landmark were recognized in 2018 as one of the Top Ten sites on the newly announced U.S. Civil Rights Trail.

For more information, visit www.sitinmovement.org.