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**NATIONAL CIVIL RIGHTS MUSEUM 'HAS A DREAM': SAMUEL L. JACKSON,  
HAMPTON HOTEL VOLUNTEERS HELP BRING IT TO LIFE**

*Hampton Hotels' Save-A-Landmark® Program Pays Tribute to the 40<sup>th</sup> Anniversary of Dr. Martin Luther King, Jr.'s Untimely Death by Refurbishing Museum Dedicated to Celebrating His Life*

**Memphis, Tenn., March 25** – Almost 40 years ago to this day, the legendary civil rights leader Dr. Martin Luther King, Jr. was assassinated in Memphis, Tennessee while standing on the second floor balcony of the Lorraine Motel – now the site of the [National Civil Rights Museum](#). Today, with the help of Hampton® Hotels' [Save-A-Landmark®](#) program and legendary actor Samuel L. Jackson, this illustrious museum and infamous setting in American history will receive a makeover.

The restoration effort – the largest in the program's nine-year history – will call on more than 100 Hampton Hotel volunteers from the area who'll work alongside Jackson to restore four exhibition rooms by replacing wallpaper, repainting walls, repairing displays and mending electrical components; renovating the exterior walkways and facade, and upgrading the surrounding landscape. The program plans to complete most of the project by the 40<sup>th</sup> anniversary of Dr. King's untimely passing on [April 4, 1968](#). Hampton will contribute more than 1,000 volunteer hours towards reviving this national landmark.

The refurbishment of the National Civil Rights Museum will kick off Hampton's 2008 campaign – aptly named "Landmark Legends" – devoted to restoring sites honoring prominent Americans, such as [Amelia Earhart's Birthplace and Museum](#), the [Barnum Museum](#), and the [Poe Museum](#). The list of legendary figures was generated from a nationwide survey, conducted by Hampton Hotels, to celebrate the accomplishments of those Americans who have inspired change, overcome adversity and made a difference.

"There was no question that Dr. King should be the first Legend honored by the program, and there was no better setting to honor his influence on the world than the National Civil Rights Museum," said Judy Christa-Cathey, vice president of brand marketing for Hampton Hotels. "Dr. King's legacy as one of America's most influential leaders for positive change should never be forgotten. Our goal is to help organizations like the National Civil Rights Museum continue educating, inspiring and motivating people for years to come."

Samuel L. Jackson, himself an usher at Dr. King's funeral stated, "The National Civil Rights Museum is an important landmark in American history. I'm looking forward to working alongside the volunteers at Hampton Hotels and their Save-A-Landmark program in restoring the grounds."

Those looking to discover other locations devoted to historic individuals – or to possibly nominate their own "Landmark Legend" – can visit the Hampton Hotels' Save-A-Landmark site at [www.hamptonlandmarks.com](http://www.hamptonlandmarks.com) and click on "submit a landmark" to enter a nomination for a legendary landmark. Below is just a sample of "heroic" landmarks already included in the program's online database.

- **Jesse Owens Memorial Park**, Danville, Ala.: This park honors Olympic great [Jesse Owens](#), an Oakville native who won four gold medals in the 1936 Berlin Olympic Games, the first American and the second athlete in history to win four gold medals.
- **Jackie Robinson Birthplace**, Cairo, Ga.: Born here on January 31, 1919 to sharecroppers and enslaved grandparents on what was once a plantation, [Jackie Robinson](#) – the first African-American major league baseball player – was just two years old when his mother packed up Jackie and his four siblings, hopped on a train and headed to California.
- **Hellen Keller Birthplace**, Tuscumbia, Ala.: This small birthplace cottage was the site of the remarkable story of [Helen Keller](#), the woman who was struck blind and deaf after becoming ill around the age of two. The home, called Ivy Green, eventually became the living quarters for Helen and her teacher, Anne Sullivan, whose huge teaching strides with Helen began by simply spelling out the word "water" in Helen's hand as she pumped water over it.
- **Celia Cruz and Freedom Tower**, Miami, Fla.: The Cuban songstress [Celia Cruz](#), "the Queen of Salsa," performed at Freedom Tower during a 2001 fundraiser to turn the site into a museum, and was later brought to the tower after her death so tens of thousands of mourners could pay their last respects to the legendary singer. Known as the Ellis Island of the Cuban community, Freedom Tower is where immigration officials processed more than 500,000 Cubans who fled the country in the 1960s.

Hampton Hotels' Save-A-Landmark program is continuing its ninth year preserving historical, fun and cultural landmarks. During this time, the program has helped research landmarks in need, promoted landmark sites and their importance, facilitated thousands of volunteer hours, donated several tons of supplies and worked with matching grants — all at an investment of more than \$2.5 million. Uniting its hotels together in the communities they serve, Hampton employee-volunteers work hand-in-hand on the landmarks while Hampton provides the financial support to refurbish selected sites.

Landmark nominations have been a key element of the Save-A-Landmark program's success since its inception in 2000, with thousands of nominations provided by the public. Submissions can be

made online at [www.hamptonlandmarks.com](http://www.hamptonlandmarks.com) or by mailing recommendations c/o Hampton Hotels' Save-A-Landmark to 8730 Sunset Blvd, 5<sup>th</sup> Floor, Los Angeles, CA 90069.

**About Hampton Hotels**

Hampton, which includes Hampton Inn, Hampton by Hilton and Hampton Inn & Suites hotels, is a mid-priced leader in the lodging segment. Hampton is part of Hilton Hotels Corporation, the leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in 78 countries and territories, including 105,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton<sup>®</sup>, Conrad<sup>®</sup>, Doubletree<sup>®</sup>, Embassy Suites Hotels<sup>®</sup>, Hampton Inn<sup>®</sup>, Hampton Inn & Suites<sup>®</sup>, Hilton Garden Inn<sup>®</sup>, Hilton Grand Vacations<sup>®</sup>, Homewood Suites by Hilton<sup>®</sup> and The Waldorf=Astoria Collection<sup>®</sup>. The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: **be hospitable<sup>®</sup>**. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity. Hilton Hotels Corporation's sponsorship of the U.S. Olympic Team will extend through the 2008 Olympic and Paralympic Games in Beijing, China, and includes the 2008 U.S. Paralympic Team(s) and the 2007 U.S. Pan-Am Team. For more information about our company, please visit [www.hiltonworldwide.com](http://www.hiltonworldwide.com), and to learn more about our **be hospitable** philosophy, please visit [www.behospitable.com](http://www.behospitable.com).

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