

TOUR OPTIONS:

1. Civil Rights Museum

Noted as one of the nation's premier heritage and cultural museums, the National Civil Rights Museum in Memphis, Tennessee, is steadfast in its mission to share the culture and lessons from the American Civil Rights Movement and explore how this significant era continues to shape equality and freedom globally.



Established in 1991, the National Civil Rights Museum is located at the former Lorraine Motel, where civil rights leader Dr. Martin Luther King Jr. was assassinated on April 4, 1968. Through interactive exhibits, historic collections, dynamic speakers and special events, the museum offers visitors a chance to walk through history and learn more about a tumultuous and inspiring period of change.



To accommodate public demand for further educational opportunities, the museum underwent a \$27.5 million renovation in 2013 and 2014, adding more than 40 new films, oral histories and interactive media to the already robust galleries. The result is a one-of-a-kind experience that has been featured on the History Channel and CNN, in USA Today and as the focus for the Academy Award-nominated documentary *The Witness: From the Balcony of Room 306*.

Additionally, the museum is among the top 5% of institutions to be accredited by the American Alliance of Museums and is a founding member of the International Coalition of Sites of Conscience, which brings together historic sites, museums and memory initiatives from all around the globe that connect past struggles to today's movements for human rights and social justice.

2. FedEx Forum and Autozone Park

Now celebrating its 15th season in the heart of the Mid-South, FedExForum has come to be known as one of the premier arenas in the NBA and in North America. It is home to the NBA's Memphis Grizzlies and the University of Memphis Tigers men's basketball team, and in the decade since it opened, the arena has presented 10 NBA Playoff series, including the 2013 NBA Western Conference Finals, and hosted major basketball tournaments such as the



2009, 2014 and 2017 NCAA Regional Men's Basketball Tournaments, the inaugural 2014 American Athletic Conference Men's Basketball Tournament, the 2010 NCAA South Regional Women's Division I Basketball Tournament and six Conference USA Men's Basketball Tournaments (2005-09, 2012). FedExForum has already played host to many concerts of chart-topping stars including: AC/DC, Alicia Keys, Billy Joel, Blake Shelton, Bon Jovi, Bruno Mars, Carrie Underwood,



Elton John, Eric Church, Eric Clapton, Foo Fighters, Garth Brooks, George Strait, Janet Jackson, John Mayer, Journey, Justin Bieber, Justin Timberlake, Kenny Chesney, Kid Rock, Michael Bubl , Tom Petty and the Heartbreakers, Luke Bryan, Miley Cyrus, Paul McCartney, Pearl Jam, Red Hot Chili Peppers, the Rolling Stones, Taylor Swift, Tim McGraw and Faith Hill, Chainsmokers, Panic! At The Disco, 21 Pilots and Usher among many other A-List acts. In addition,

Memphis and FedExForum have become a premier location for major boxing events having already hosted seven World Championship Boxing events, four concert rehearsals and tour openings as well as many major family shows like the Ringling Bros. and Barnum and Bailey Circus, Disney on Ice, Monster Jam and Motocross, World Wrestling Entertainment, Cirque du Soleil and Professional Bull Riders. FedExForum also helped lead the initiative to legalize mixed martial arts in the state of Tennessee, leading to UFC 107 being held at FedExForum in December 2009.

FedExForum has become more than just an arena. It has achieved the goals set by Grizzlies ownership, management and community leaders and has become the new front porch for Memphis, a place where people can come together.

3. Old Dominick and Crosstown Breweries

Just steps away from our original building, Old Dominick’s 100-year-old story is back and ready to be shared. Our tour lets you see firsthand the dedication—and passion—put into every bottle. Experience our spirits for yourself and even learn recipes from our experts. See our state of the art distillery and learn about what makes Old Dominick and turn-of-the-century Memphis so special. Join the Old Dominick Distillery team and Domenico Canale’s spirit, while we share with you our stories, our traditions, give you a full tour of our extensive grain to glass spirit making facility and take you through a 45-minute sensory journey. We’ll finish with a tasting of Old Dominick’s fine spirits and a toast. We are looking forward to your visit and making new friends.



Crosstown Brewing Company has built a brand-new facility adjacent to the Crosstown Concourse. Our brewery offers a spectacular view of the Concourse building from a unique perspective. The Concourse has been described as roughly the size of the Chrysler building in New York, but laid on its side. Our taproom sits at the “top” of the building with a tremendous view of the “canyon” created by the building and the parking lot to the south along Concourse Avenue.



Our building was designed to maximize the efficiency of our production space and to create a taproom environment where our guests can relax and enjoy themselves. Our taproom will be one of the largest in the region and will feature lounge seating and easy access to our outdoor footprint.

We are excited and energized to introduce our beers to you and look forward to collaborating with our Crosstown neighbors along the way. Neighbors like Church Health, Crosstown Arts, St. Jude, City Leadership and many more are all doing great work to make Memphis a better place to live and work. We're in good company.

4. Sun Studios/Rock N Soul Museum

Sun Studio is known worldwide as “The Birthplace of Rock’n’roll”. It is the discovery location of musical legends and genres of the 50’s from B.B. King and Elvis Presley to Johnny Cash and Jerry Lee Lewis; from Blues and Gospel to Country and Rock’n’roll. Today our goal is to spread the story of Memphis’ history and culture through the music that put Memphis on the map.

Stand in the very same spot that Elvis first recorded. Your tour guide will tell you the inside stories of B.B. King, Howlin' Wolf and Ike Turner before Elvis, Johnny Cash, Carl Perkins, Jerry Lee Lewis, & Roy Orbison who were all drawn to the new Sun Sound. See the priceless memorabilia from the musical legends that blended blues and country music to explode in the "big bang" of Rock'n'roll. Hear the voices of musicians that still haunt this studio, as you listen to outtakes from recording sessions and feel the energy of the music created here.



The Memphis Rock ‘n’ Soul Museum’s exhibition about the birth of rock and soul music was created by the Smithsonian Institution. It tells the story of musical pioneers who, for the love of music, overcame racial and socio-economic barriers to create the music that shook the entire world. Located at 191 Beale, on the corner of legendary Highway 61 and inside of the FedExForum sports and entertainment complex, the museum offers comprehensive Memphis music experience. It will take you from the rural field hollers and sharecroppers of the 1930s, through the explosion of Sun, Stax, and Hi Records, inside Memphis’ musical heyday in the 70s, to its global musical influence. The museum’s digital audio tour guide is packed with over 300 minutes of information, including over 100 songs. It takes visitors at their own pace through seven galleries

featuring 3 audio visual programs, more than 30 instruments, 40 costumes, and other musical treasures.