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RELEASE DATE: March 1, 2022

RELEASE NUMBER: PR-008-PD-21/22

FOR IMMEDIATE RELEASE

CITY OF SELMA TO HOST RIVERFRONT THEATER EVENT SPONSORED BY THE NATIONAL PARK SERVICE AND PEPSI-COLA BOTTLING CO. SELMA

SELMA, ALABAMA – A riverfront theater experience is being brought to visitors and locals alike as the City of Selma commemorates the courageous events of Bloody Sunday and the Selma to Montgomery March on Saturday, March 5, 2022. The Broadway musical “Turning 15 on the Road to Freedom” will have a showtime of 5:00 PM and feature a Q&A prelude with Lynda Blackmon Lowery who’s journey the play is based.

Filled with traditional and original Gospel and Freedom Songs, this musical tells the inspirational and true story of Linda Blackmon Lowery, the youngest person to walk in the 1965 Selma to Montgomery March and will show just west of the Edmund Pettus Bridge, one of the city’s busiest tourist locations, at the intersection of Water Avenue & Church Street. The event, funded by the U.S. Department of the Interior National Park Service Selma to Montgomery National Historic Trail and Pepsi-Cola Bottling Co. Selma, will enhance the public’s experience and infuse a unique educational opportunity into the weekend events.

Volunteers from Friends of the Selma to Montgomery National Historic Trail Association, and Salute Selma, Inc are excited to partner with the host organizations to bring this wonderful opportunity. "This is another great example of what can happen through community partnerships," says Mayor of Selma James Perkins, Jr. "It is always a pleasure to work with Dr. Joy Kinard, Superintendent, of the Selma to Montgomery National Historic Trail."

Pepsi-Cola Bottling Company Vice President & Director of Operations, William Cheyenne Bradford, says “it is an honor for Pepsi Cola of Selma to be a part of bringing a live streaming event of this quality and magnitude to our city and to share with our visitors and citizens during this momentous observance.”

The City of Selma hopes that residents, families, and tourists will fill the streets and enjoy the sights, sounds, and culture of Selma’s rich history.

FOR MORE INFORMATION, CONTACT:

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