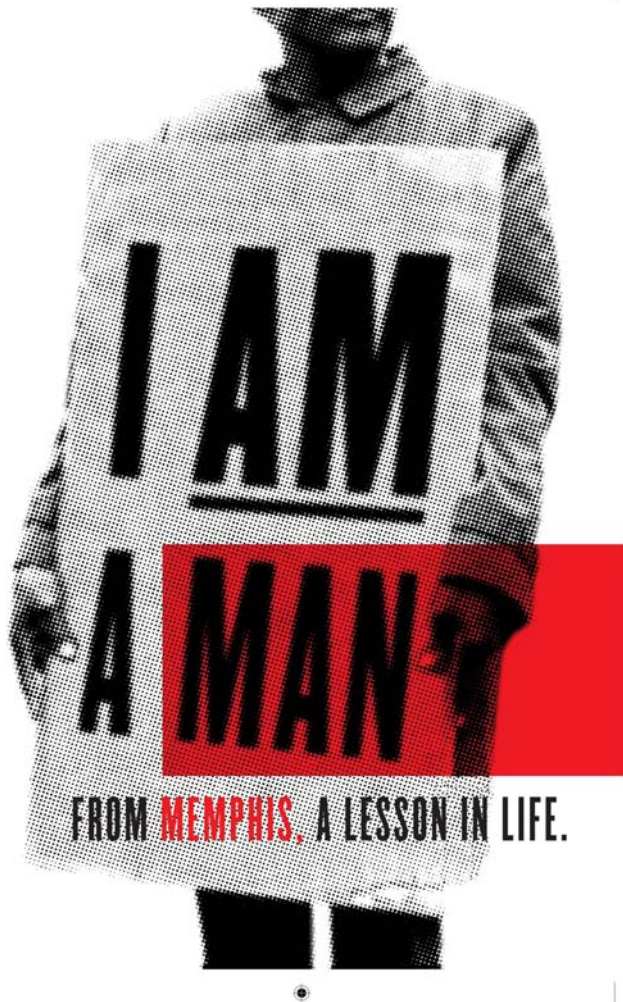


**“I Am A Man: From Memphis, A Lesson in Life”  
To Air on WKNO February 24<sup>th</sup> at 9pm**



“I Am A Man: From Memphis, A Lesson in Life” tells the story of the 1968 Memphis sanitation workers’ strike through the voices of its forgotten heroes—the men and their families who risked their lives and livelihoods to take a historic and heroic stand.

“Too often these men are forgotten,” said Calvin Taylor, Memphis Convention and Visitors’ Bureau’s Vice President and Executive Director of the Memphis Tourism Education Foundation, which provided major funding for the project. “In the wake of the assassination of Dr. King we lose focus on these brave men who literally changed the face of history.”

“I Am A Man: From Memphis, A Lesson in Life” follows 77-year-old Elmore Nickleberry, still on the job as a sanitation worker some 40-years after striking for better working conditions. Mr. Nickleberry speaks candidly about the conditions that led him and 1,300 other men to strike and the life lessons he hopes their struggle can teach others.

“These men provide a stirring example of dignity, character and grace,” according to co-Executive Producer Deanie Parker, who also penned an original song for the film. “They bring to life exactly what ‘I Am A Man’ meant...and underscores why it still means so much today.”

The documentary film also features interviews with Nickleberry’s wife Peggy and son Terrence along with many other sanitation workers. Also featured are never-before-seen photographs of the strike.

Presented by the Memphis Tourism Educational Foundation, “I Am A Man: From Memphis, A Lesson in Life” is produced in association with Old Bridge Media, Running Pony Productions and Ten-out-of-Ten Productions.

Funding for "I Am A Man: From Memphis, A Lesson in Life" is provided by the Memphis Tourism Education Foundation, Baptist Memorial Health Care, Southern Heritage Foundation, Inc., Smith & Nephew and Thomas & Betts Corporation with contributions from Ampro Industries Inc., Comcast Cable of Memphis, Ewing Moving & Storage, Rabbi James A. Wax Fund of Temple Israel, William P. & Marie R. Lowenstein Foundation, Albert Garrett-AFSCME/Council 25, William Lucy-AFSCME International, Danny Donohue-CSEA/AFSCME/Local 1000, Henry Nicholas-NUHHCE/AFSCME/Local 1199, Glen Middleton-AFSCME/Council 67 and George Johnson-AFSCME/Council 20.

Premiere partners include Indie Memphis, Malco Theatre, Memphis & Shelby County Film & Television Commission and WKNO-PBS.



## **Memphis Tourism Foundation**

An arm of the Memphis Convention and Visitors Bureau

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