



Gallagher

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CENTER FOR CIVIL AND HUMAN RIGHTS

A MARCH TOWARDS PROGRESS



NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS



The Intersection of Pro Sports and Civil and Human Rights





CENTER FOR CIVIL AND HUMAN RIGHTS

Exterior of the National Center for Civil and Human Rights in Atlanta, GA.

Making a National Impact at the Community Level

Through their partnership with AMB Sports & Entertainment, Gallagher is an official partner of The National Center for Civil and Human Rights (“The Center”), supporting the museum and cultural institution that connects the U.S. civil rights movement, the human rights challenges we face today and education that will shape tomorrow.

Jill Savitt, President and CEO of The Center, believes this partnership comes at a time when a great deal of public conversation about rights issues has been led by athletes and teams using their unique platforms and leadership roles to focus the nation’s attention on how we become a more just, fair and inclusive society.

“This is a conversation our organizations are uniquely poised to convene,” she says. “Each of our institutions is propelled by a set of common values rooted in the inherent worth and dignity of every human being. We also agree on how to live these values: by listening and learning, by acting with empathy and respect, and by serving others.”

Both The Center and Gallagher not only share a common belief in justice and dignity for all, but cultures that acknowledge the

power of people to make this real through partnership and collaboration.

“Gallagher is a company that is living its values by making sure the most important issues of our day are discussed openly, and with respect and empathy,” said Savitt. “The issues of sports and law enforcement both intersect with civil rights. Gallagher is working with us to ensure vital conversations on these topics are happening, an essential task to move our society forward.”

Atlanta: The Birthplace of Civil Rights

From the front office to the field of play, Atlanta has prioritized increasing the awareness of human rights challenges since the dawn of the civil rights movement. This same responsibility is felt within these current organizations.

“Atlanta is the birthplace of civil rights and the hometown of Dr. King,” Savitt says, “so having The National Center for Civil and Human Rights in the heart of our city makes the important connection between the past and present, in particular about how the history of civil rights in America shapes and affects our lives today.”

The city is a shining example of how rich social justice history can serve as the foundation for the important strides toward the betterment of society—making an impact at the community level to raise awareness through education and opportunities for involvement.

“Our Center is also located in the district Congressman John Lewis represented, and our city has been home to a range of other civil rights icons,” she says. “Being situated in such a cradle of history allows us to tell a national story, to link domestic civil rights history to all the movements for change around the world today.”



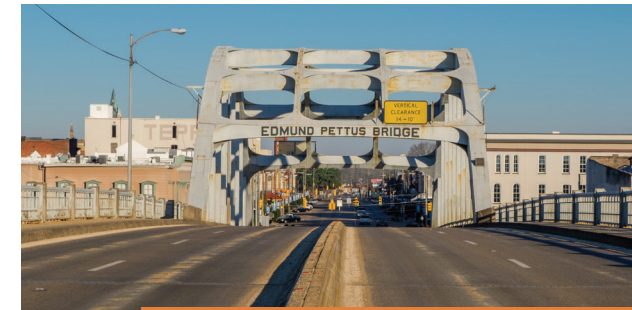
Enacting Social Change and the Role of Sports Organizations

When it comes to social activism, athletes are regarded not just as public figures, but role models and cultural icons to generations young and old. This unique position complicates how their opinions, and opportunities to express those opinions, are received by the outside world. Tameka Rish, Vice President of Game Day and Event Experience for AMB Sports and Entertainment, believes that this responsibility should be addressed at the organizational level both on and off the field.

“As a sports leader, we have a responsibility to use our platforms to create meaningful positive change, Rish says. “We all have our passions and experiences, and we should use our platforms to create transformation in areas we have influence.”

Rish has led the consulting team in charge of developing and maintaining corporate partnerships for Mercedes-Benz Stadium, Atlanta United and the Atlanta Falcons for the past 16 years. She credits Atlanta Falcons owner Arthur Blank for instilling her passion for social justice.

“Arthur believes that you cannot separate the teams from the Atlanta community,” she says. “I believe all people have a responsibility to our neighbors in the communities we live, work and play. And civil rights are a baseline of how we should advocate for those in our communities.”



“This was not just an anniversary. It is now our time to cross this bridge and be willing to make the sacrifices that those before us made to create a more equitable world for all.”



Tameka Rish, VP of Game Day and Event Experience for AMB Sports and Entertainment

Former Atlanta Falcons star safety Ricardo Allen echoes praise for Blank’s support for his personal endeavors in the civil rights realm over the years.

“As a professional athlete, it’s important to me to use my platform for conversations that matter; especially to me and my family,” he says, “Utilizing opportunities to be a part of discussions, events and organizations that put civil and human rights at the front of what they do all matters in the steps toward change.”

Building Confidence for the Future by Honoring the Past

On March 7, 1965, John Robert Lewis, congressman from Georgia’s 5th Congressional District from 1987 until his death in 2020, led over 5,000 protesters in a march across the Edmund Pettus Bridge on the way from

Selma to Montgomery, Alabama. The group was confronted at the bridge by state troopers that proceeded to attack and hospitalize many members.

Footage of the violence against the peaceful pro-

test was broadcast on national television, sparked outrage across the country and set events in motion that would build momentum for the eventual passage of the Voting Rights Act in August the same year.

Allen recalls how his experience crossing the Edmund Pettus Bridge in an event organized by the Falcons and meeting John Lewis changed his outlook on civil rights advocacy from athletes.

“Crossing the Edmund Pettus Bridge is an experience and an emotion in itself that I will always carry with me,” Allen says. “I know it’s real, I read the stories and the history books, but until you step foot on that history-making landmark for yourself, there aren’t



From left to right: Members of the Atlanta Falcons crossing the Edmund Pettus Bridge. View of The Center from the central walkway at Pemberton Place. Exhibits within The Center.



Building Confidence for the Future by Honoring the Past (cont.)

many words you can use to describe it. It was remarkable.”

Similarly, Rish described how crossing the Edmund Pettus Bridge in Selma on the 55th anniversary of “Bloody Sunday” was an event that signified to her that the march toward equal human rights is ongoing, and we all have a responsibility to grow our human rights awareness.

“This was not just an anniversary. It is now our time to cross this bridge and be willing to make the sacrifices that those before us made to create a more equitable world for all.”

The Center, The Falcons and Gallagher not only share a common belief in justice and dignity for all, but cultures that acknowledge the power of people to make this real through partnership and collaboration.

“We look for partners that share our deep values, ethics and commitment within our communities” said Christopher Mead, Chief Marketing Officer at Gallagher. “Through our partnerships with AMB Sports & Entertainment and The Center, we can continue to put our values into action.”

THE PARTNERS

Gallagher proudly partners with organizations, events, and teams that reach communities around the globe. From worthwhile charities to the excitement of premier sports and entertainment properties, the mission and the message of Gallagher are on display through partnerships. We see them as good causes. Good business. And just good fun.



For more information, visit www.civilandhumanrights.org. Join the conversation on civil and human rights: facebook.com/ctr4chr/ | instagram.com/ctr4chr/ | twitter.com/Ctr4CHR