



THE EAST TENNESSEE HISTORICAL SOCIETY

MUSEUM of EAST TENNESSEE HISTORY

Making history personal

**For Immediate Release**

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September 1, 2015

***We Will Remember: The Freedom Engine***  
**A Brown Bag Lecture by Mickey Mallonee, Diana Morgan, & Shelba Murphy**

**PROGRAM:** *We Will Remember: The Freedom Engine*,  
A Brown Bag Lecture by Mickey  
Mallonee, Diana Morgan, & Shelba  
Murphy

**DATE:** Noon, Friday, September 11, 2015

**LOCATION:** East Tennessee History Center  
601 South Gay Street  
Knoxville, TN 37902

**ADMISSION:** FREE | Attendees are encouraged to bring  
a "brown bag" lunch



(Knoxville, TN) East Tennesseans responded to the shock of 9/11 with an outpouring of love and support. In addition to volunteering in rescue and cleanup efforts, East Tennesseans launched a campaign to help the New York City Fire Department (FDNY) replenish its fleet. The original goal was to raise some \$400,000 for a new pumper truck. In an overwhelming response, East Tennesseans gave from the heart to more than double the goal, resulting in \$950,000-- enough to purchase a top-of-the-line, 95-foot tower ladder vehicle. The "Freedom Engine" went into service in March 2002 and was dedicated on September 11<sup>th</sup> of that year. Project organizer Diana Morgan summed up regional sentiment by stating, "Let New York City remember that when the Freedom Engine rolls, it rolls with the heart and spirit of East Tennesseans all the way."

Mickey Mallonee, Diana Morgan, and Shelba Murphy will share their experiences organizing the fundraising campaign and working with New York officials. At the time of the project the three speakers held a variety of positions that contributed to its success: Mickey Mallonee was the director of special events for the City of Knoxville, and Diana Morgan and Shelba Murphy both worked for the *Knoxville News Sentinel*, Diana as the community and educational services manager, and Shelby as marketing director. They will be joined for the program by several colleagues with whom they worked as a team to support the Freedom Engine mission.



FDNY typically removes their trucks from service after 10 years. The Freedom Engine was retired in 2013, and certain artifacts were carefully removed to be returned to the East Tennesseans who had so graciously supported the Freedom Engine project. The East Tennessee Historical Society and Museum are honored to be chosen as the permanent home for these artifacts. These items will be on view at the Museum of East Tennessee History through September 30 and include a well-worn bucket door, a captain's helmet, the memorial plaque from the people of East Tennessee, and a presentation plaque containing a piece of World Trade Center metal.

The Museum of East Tennessee History was one of only eight museums nationally chosen to host the Smithsonian exhibition, "Bearing Witness to History: September 11, 2001," which was on view at the East Tennessee History Center from January 30-May 23, 2004. "Bearing Witness to History" was, in fact, the first exhibit to appear following the reopening of the renovated and expanded East Tennessee History Center. Among the many artifacts featured in the exhibit was a 2.5 ton twisted steel support beam from the World Trade Center. "Bearing Witness to History" drew more than 53,435 visitors over its three-month Knoxville run, as lines often stretched outside the building, and many driving long distances to see the exhibit.



The lecture program is sponsored by 21<sup>st</sup> Mortgage and is free and open to the public. The lecture will begin at noon at the East Tennessee History Center, 601 S. Gay Street, Knoxville. Guests are invited to bring a "Brown Bag" lunch and enjoy the lecture. Soft drinks will be available. For more information on the lecture, exhibitions, or museum hours, call 865-215-8824 or visit the website at [www.EastTNHistory.org](http://www.EastTNHistory.org).

**End Release**