



OKLAHOMA CITY  
NATIONAL  
MEMORIAL  
MUSEUM

A Day of Darkness. **Years of Light.**

# Oklahoma City National Memorial & Museum

30TH ANNIVERSARY

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April 2025 Media Kit





Within these pages, you'll find information on April events, Memorial Museum messaging and approved public resources.

We hope you use the content in this kit to share the message of remembrance in honor of the 30th anniversary of the April 19, 1995, bombing.



***Scan this QR code*** to access the media kit digitally. This is recommended to download and save files.



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# MISSION STATEMENT

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## ***Oklahoma City National Memorial & Museum Mission Statement***

We come here to remember *those who were killed, those who survived and those changed forever*. May all who leave here know the impact of violence. May this memorial offer *comfort, strength, peace, hope and serenity*.<sup>®</sup>

**[Learn more about those who were killed here.](#)**







# PRESS RELEASE

## Remembrance Events Invite OKC Community to Mark 30th Anniversary of Bombing

*Oklahoma City National Memorial & Museum to Uplift Anniversary Theme, 'A Day of Darkness, Years of Light'*

*[Click here](#) for high-resolution logos and images. Please review logo guidelines before use.*

**OKLAHOMA CITY** (April 1, 2025) — This month, Oklahoma City marks 30 years since the bombing of the Alfred P. Murrah Federal Building on April 19, 1995. The Oklahoma City National Memorial & Museum will lead a series of high-profile community events during the anniversary month to honor *those who were killed, those who survived and those changed forever* by the tragedy.

Three decades ago, a 4,000-pound bomb exploded in downtown Oklahoma City in a devastating act of hatred, killing 168 people, including 19 children, and leaving hundreds more injured. It stands as the deadliest act of domestic terrorism in U.S. history.

“Our community, state and nation were forever changed on April 19, 1995,” said Kari Watkins, President & CEO of the Memorial Museum. “We invite the community to join us as we remember the Day of Darkness but continue to work to create Years of Light through our programming.”





## Key April Events

April 1: Are We Safer Today? New Museum Exhibit Opens

April 4: Unveiling of Sixth Street Illumination of Downtown Gateway

April 7: U.S. Capitol Survivor Tree Dedication

April 10: Heartland Chapel Rededication: A Symbol of Unity

April 11: 30<sup>th</sup> Anniversary Programming at the Clinton Presidential Library

April 14: Joint Session of the Oklahoma Legislature Commemorating the 30th Anniversary

April 14-18: 30 Years Later: Remembering the Oklahoma City Bombing at the University of Oklahoma, a Special “Teach-In”

April 16: Better Conversations: Defining Justice

April 19: Remembrance Ceremony and Cox Community Day (free admission)

April 25-27: Memorial Marathon

## Remembrance Ceremony and Cox Community Day

### April 19

The public is invited to gather for the [30th Anniversary Remembrance Ceremony](#) from 8:30-10:30 a.m., April 19, at the Outdoor Symbolic Memorial. Former President Bill Clinton is the keynote speaker for the ceremony, which will include 168 moments of silence, a reading of the names of those killed and remarks from survivors, family members and community leaders.

Following the ceremony, admission to the Memorial Museum will be free of charge thanks to support from Cox Communications. The Memorial Museum will close at 5 p.m.

## Sixth Street Illumination of Downtown Gateway

### April 4

The Oklahoma City National Memorial & Museum, in partnership with the City of Oklahoma City and Downtown OKC Partnership, will unveil an Illumination of the Sixth Street Downtown Gateway in recognition of the 30th anniversary. The installation, a powerful symbol of how years of light emerged from a single day of darkness, is located on Sixth Street, just west of the I-235 exit. To dedicate the installation, a press conference and luncheon will be held at 12 p.m. at the City & State venue. Free parking is located at the east side of the corner of Sixth Street and Oklahoma.



“Visitors around the world come to Oklahoma City to experience the Memorial Museum, a beacon of hope and a testament of our community’s resolve,” said Susan Chambers, chair of the Memorial Board of Trustees. “The Illumination of the Downtown Gateway is our gift back to the people of Oklahoma City and an encouragement to ‘Be the Light,’ just as the bridge gateway will read.”



## Heartland Chapel Rededication

**April 10**

A humble wooden chapel sits across the street from the Memorial. In the weeks after the bombing, leaders from a variety of faiths came together to build a safe space for people to come and find peace. This year, to commemorate the 30th anniversary, community volunteers and leaders united once again to restore the Heartland Chapel, which has been affected by the elements over the last 30 years.

This is a collaborative project, as it was in 1995, as a symbol of unity and peace. This project was led in conjunction with the First Methodist Church, the Jewish Federation of Greater Oklahoma City and the Islamic Community of Oklahoma City.

The rededication press conference will begin at 2:45 p.m. on April 10.

## Better Conversations

**April 16**

The Memorial Museum hosts [\*Better Conversations\*](#), a program fostering how to have sensitive or controversial conversations in a civil manner. Each *Better Conversations* event has one goal in mind: find Common Ground on Sacred Ground.

On April 16, a *Better Conversations* luncheon from 11:30 a.m. - 1 p.m. will focus on the pursuit of justice following the bombing and other acts of violence. Presenters include Steven Taylor, who presided over the State Trial and later became a member of the Oklahoma Supreme Court and retired as the Chief Justice; co-authors of the book *Oklahoma Justice* Bob Burke and Nolan Clay; and Pat Lopez, the courtroom artist for the federal and state trials of the Oklahoma City bombing perpetrators.

## OKC Memorial Marathon

**April 26-27**

Established as the annual “Run to Remember,” the community-driven [Oklahoma City Memorial Marathon](#) will feature six races April 26-27 starting at the Memorial Museum: a [Marathon](#), [Half Marathon](#), [Quarter Marathon](#), [5K](#), [Senior Marathon](#) and a [Kids Marathon](#). All event proceeds benefit the Memorial Museum, and each participant will receive one free Museum admission. The OKC Memorial Marathon is the largest fundraiser for the Memorial Museum, which is privately owned and operated.

Visit [MemorialMuseum.com/30th](http://MemorialMuseum.com/30th) for a full schedule of remembrance events and programs.





## About The Oklahoma City National Memorial & Museum

*The Oklahoma City National Memorial & Museum exists to remember those who were killed, those who survived and those changed forever on April 19, 1995. Located at 620 N. Harvey Ave., the Memorial Museum educates visitors about the impact of violence and offers comfort, strength, peace, hope and serenity. The Memorial Museum is privately owned, operated and funded. Visit [MemorialMuseum.com](https://www.MemorialMuseum.com) to learn more.*

### Media Contacts

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ACCESS A WORD DOC  
OF THE PRESS RELEASE



# APRIL EVENTS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>Are We Safer Today?</i> New Museum Exhibit	2	3	4 6 <sup>th</sup> Street Illumination of Downtown Gateway Press Conference and Luncheon at 12 p.m.	5
6	7 U.S. Capitol Survivor Tree Dedication	8	9	10 Rededication of Heartland Chapel: A Symbol of Unity Press Conference at 2:45 p.m.	11 30 <sup>th</sup> Anniversary Programming at the Clinton Presidential Library	12
13	14 Joint Session of the Oklahoma Legislature Commemorating the 30 <sup>th</sup> Anniversary	15	16 <i>Better Conversations: Defining Justice</i>	17	18 Art & Therapy with Pat Lopez at 12 p.m.	19 30 <sup>th</sup> Anniversary Remembrance Ceremony & Cox Community Day Remembrance Ceremony begins at 8:30 a.m. at the Memorial
	30 Years Later: Remembering the Oklahoma City Bombing at the University of Oklahoma, a Special "Teach-In"					
20	21	22	23	24	25	26
					<b>MEMORIAL MARATHON RACE WEEKEND</b>	
27	Share the calendar on social media. <a href="#">Grab a ready-to-post graphic here.</a>					



# MEDIA ASSETS

The resources below will help share the story of April 19, 1995, and everything that followed. Click the links to view.

## [Logos + Logo Guidelines](#)

This special logo was developed in honor of the 30th anniversary. Be sure to review the guidelines for using the 30th Anniversary Memorial Museum logo.

## [Memorial and Museum Images](#)

These images are approved for public use. Please credit the Oklahoma City National Memorial & Museum when possible.

## [30 Stories of Light](#)

In honor of the 30th anniversary, we produced 30 Stories of Light, a powerful collection of stories honoring the lives, resilience and hope surrounding April 19, 1995.

## [Oklahoma City National Memorial & Museum](#)

[MemorialMuseum.com](http://MemorialMuseum.com)

## [OKC Memorial Marathon](#)

[okcMarathon.com](http://okcMarathon.com)





# SOCIAL MEDIA TOOLKIT

Help us spread the word on social media. We have a collection of ready-to-share social media posts for you to use.

ACCESS SOCIAL  
MEDIA POSTS

## April 19 – 30th Anniversary Remembrance Ceremony

Post these graphics on Saturday, April 19 at 9:02 a.m., the exact time of the April 19, 1995, bombing.

## April Events

Share all that's happening this month!

## Memorial Museum Visitation

Every visit to the Memorial Museum supports our mission.


## Memorial Marathon Registration

Help us encourage participation in the annual *Run to Remember!*


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When sharing about the Memorial Museum or Memorial Marathon on social media, be sure to tag us!

### ***Memorial Museum***

 @okcmemorial


 @okcnm


 @okcmemorial


#WeRemember

#BeTheLight

### ***Memorial Marathon***

 @okcmarathon


 @okcmarathon

 @okcmarathon

#RUNtoREMEMBER




# SOCIAL POST EXAMPLES

 **Oklahoma City National Memorial & Museum**  
Mar 28

On April 19, 1995, our community endured a day of darkness. But from darkness came strength, and for the last 30 years, the light has endured.

Today, [#WeRemember](#) those who were killed, those who survived and those changed forever by the Oklahoma City bombing.

Watch the ceremony live on all local TV stations or stream it at [MemorialMuseum.com](#). [#BeTheLight](#)



Like Comment Share

 **okcnm**



**A Day of Darkness, Years of Light**  
Visit the Oklahoma City National Memorial & Museum.

♡ 💬

**okcnm** 30 years ago, Oklahoma changed forever. At the [@okcnm](#), powerful stories of loss, courage and community are preserved for future generations. This spring, visit the Memorial and Museum to remember and reflect. [#BeTheLight](#)

MAR 28



# GET INVOLVED

Among the most lasting memories of April 19, 1995, is the tenderness of the response. The people of Oklahoma banded together in a community-wide display of spontaneous altruism.

**This response became known as the Oklahoma Standard.**

The Oklahoma Standard is now a statewide initiative for preserving and promoting a culture of caring citizens by encouraging Acts of Service, Honor and Kindness. [Learn more about the Oklahoma Standard here.](#)

Our call to Oklahomans is to help us maintain the Oklahoma Standard by **showing up to serve, rising up to honor and stepping up to be kind.**

Here are a few ways you can support the Memorial Museum:

- Attend the Remembrance Ceremony on April 19 at 8:30 a.m. at the Memorial.
- Visit the Memorial Museum. [Purchase a ticket here.](#)
- Attend events at the Memorial Museum. [Find events here.](#)
- Take part in the Memorial Marathon. [Register for a race](#), [volunteer](#) or simply come and cheer!

If you feel called to donate, [you can do so here.](#)

# MEDIA CONTACTS

**Payton Bell**  
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**Oklahoma City National Memorial & Museum**  
[MemorialMuseum.com](http://MemorialMuseum.com)

**Oklahoma City Memorial Marathon**  
[okcMarathon.com](http://okcMarathon.com)



# THANK YOU 2025 MARATHON SPONSORS



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Polly & Larry Nichols • Sara & Kyle Sweet • McAfee & Taft • Bank of Oklahoma • First United Bank • OU Health Harold Hamm Diabetes Center Cory's • Downtown Oklahoma City Partnership • Eide Bailly • The Perinatal Center, PLLC • Courtyard by Marriott Oklahoma City Downtown Gateway First Bank • Hope Is Alive • Hartzog Conger Cason • McDonald's • Spencer Fane LLP • Fordson Hotel-Unbound Collection by Hyatt LSB Industries, Inc. • You Move Me • Credit Union Service Centers • Scissortail Park • Shawnee Milling Company

First Church OKC • Café 7 • Daiohs First Choice • Lively Beerworks • EIGHT





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**2024**  
SALMONS CITY  
MEMORIAL  
MARATHON  
MARATHON

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**2024**  
SALMONS CITY  
MEMORIAL  
MARATHON  
MARATHON

Salmons City Memorial Marathon

Salmons City Memorial Marathon

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Salmons City Memorial Marathon



# A NOTE OF THANKS

As we commemorate the 30th anniversary of the bombing, the Oklahoma City National Memorial & Museum remains dedicated to our mission — to remember *those who were killed, those who survived and those changed forever.*

Out of this hateful act, the Oklahoma Standard emerged. This can be seen in the families who lost loved ones, the survivors, the brave first responders and everyone touched by the tragedy. That spirit of resilience is still alive and well today, made stronger by your support.

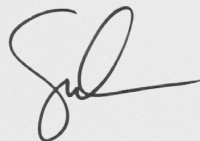
Every visit to the Memorial Museum, every donation, every partnership and every shared story helps preserve the lessons of April 19, 1995 — lessons that have shown us **a single Day of Darkness can bring Years of Light.**

We couldn't do this without you. **Thank you** for helping spread our message of hope!

With gratitude,



Kari Watkins  
President & CEO



Susan Chambers  
Chair, Board of Trustees





OKLAHOMA CITY  
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MUSEUM

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