

A LOOK AT THE HAPPENINGS ATOP RED MOUNTAIN AT VULCAN® PARK AND MUSEUM



PARK & MUSEUM

HUGE HAPPENINGS

Miss Vulcan 1939– September 5th & 6th Doors Open 6:30pm; Show 7:30pm

Miss Vulcan 1939, a light hearted spoof of Vulcan's first and only beauty pageant, will be commemorated in an original theatrical production presented by Vulcan Park and Museum, Red Mountain Theatre Company and the Kiwanis Club of Birmingham. This musical comedy based on a little-known event in Birmingham's history will take place September 5th and 6th under the stars at Vulcan Park atop Red Mountain. Join us in honoring the 75th Anniversary of the dedication of Vulcan Park with this hilarious outdoor musical romp.

For more information or to purchase tickets, visit redmountaintheater.com or call 205-324-2424. Don't forget to bring your lawn chairs and blankets!

Vulcan® AfterTunes

Music once again returns to Vulcan Park and Museum with the tenth year of Vulcan AfterTunes. Starting Sunday, September 28 and continuing on October 12 and October 26 this fall, exciting musical talent will be coming to celebrate with Vulcan. Each concert will start at 3 p.m. Opening acts will begin at 3 p.m. and main acts will go on at 4 p.m.

Come up to the top of Birmingham to enjoy local food vendors offering snacks, a cash bar providing wines and local beers and live performances from great bands.

The first concert on September 28 will feature The Revivalists, an indie rock septet out of New Orleans that has been together since 2007. They mix rock with the Southern funk of their hometown and are not afraid to toss up genres, throwing in everything from heavy steel guitar and occasional electronic dabbling to create a unique and evolving sound. Their latest album, "City of Sound," came out in 2012.

On October 12, the second concert will feature Dumpstaphunk who debuted in 2003 at the New Orleans Jazz & Heritage Festival and have been grooving across the nation ever since. They hold true to the origins of funk while not being afraid to let elements of gospel, blues, R&B and a touch of rock n' roll sneak into their music. In 2013, they released their latest album, "Dirty Word," featuring Flea of Red Hot Chili Peppers along with guest appearances from other friends and family.

Finally, the quintet Milo Greene will close out the concert series on October 26. Milo Greene is a cinematic pop group coming out of LA, with a smooth indie rock edge and combines wisps of guitar, drums and vocals into an airy sound you can

imagine playing out of your television speakers as onscreen waves roll onto the beach. Their self-titled debut album came out in 2012 and their second album is coming soon.

We look forward to you joining Vulcan for great music and great times Sunday afternoons this fall at Vulcan AfterTunes.





MILO GREENE

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2 FALL 2014



CALENDAR OF EVENTS

AUGUST 2014

26 (Tues)—Teacher Open House (3:30-5:30 P.M.)

SEPTEMBER 2014

4-6 (Thurs-Sat)—Miss Vulcan 1939 (6-8 P.M.)

19 (Fri)—Event Venue Open House (11:00 A.M.-1:00 P.M.)

28 (Sun)—Vulcan AfterTunes Concert – The Revivalists (3:00 P.M.)

OCTOBER 2014

2 (Thurs)—The Vulcans Awards Dinner

12 (Sun)—Vulcan AfterTunes Concert -Dumpstaphunk (3 P.M.)

26 (Sun)—Vulcan AfterTunes Concert – Milo Greene (3:00 P.M.)

29 (Wed)—Education Symposium – Birmingham in the Global Community

NOVEMBER 2014 Open at 1 p.m. on Thanksgiving Day.

DECEMBER 2014

Closed Christmas Eve and Christmas Day.

JANUARY 2015

Open at 1 p.m. on New Year's Day

FEBRUARY 2015

12 (Thurs)—Birmingham Revealed #1 (5:30-7:30 P.M.)

MARCH 2015

12 (Thurs)—Birmingham Revealed #2 (5:30-7:30 P.M.)

APRIL 2015

9 (Thurs)—Birmingham Revealed #3 (5:30-7:30 P.M.)

MAY 2015

Open normal hours on Memorial Day

JUNE 2015

7 (Sun)—Vulcan's 111th Birthday Bash (noon – 4 P.M.)

Plan Your Next Outing with Vulcan[®]: Open House September 19

For many years, the beautiful preservation of history in combination with incredible views of the city has drawn groups to the event venues at Vulcan Park and Museum. We would love for you to plan your next party, reception, corporate outing, wedding or group gathering at Vulcan, so we are inviting you to join us in touring both our indoor and outdoor event areas during an open house on Friday, September 19 from 11 a.m. to 1 p.m.

Attendees will be able to view our Electra Reception Room and Patio and the Vulcan Center Lobby as well as our outdoor locations including the Map Plaza and the Large Overlook with breathtaking views of downtown Birmingham. Our selected caterers will be in attendance with presentations of their signature dishes. These vendors include Chef Clayton's Catering, DG Restaurant and Bar, Dreamland Bar-B-Que, Five Star Event Catering, The Happy Catering Company, Iz Catering, Kathy G. & Co., O'Henry's Coffees and A Social Affair.

Guests will also have the opportunity to tour the museum and tower as well as enter a giveaway for a discount on your next venue booking. The open house is free and no reservations are required. More information on our venues and rates is available on the "Plan an Event" page of our website at visitvulcan.com.

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Civic Leaders to be Honored at *The Vulcans* **Community Awards Dinner**

Vulcan Park and Museum is excited to honor area leaders at The Vulcans Community Awards Dinner to be held on Thursday, October 2 at The Club. The inaugural event will recognize citizens from the seven-county metro area who embody the same civic pride, leadership and progress that Vulcan has symbolized for 110 years.

"The Vulcans Community Awards is a great opportunity to recognize civic leadership in the Birmingham area," says Don James, event co-chair and Chairman of Vulcan Materials Company. "Our community is filled with individuals striving to make a difference, and we are enthusiastic about showcasing their contributions at the inaugural Vulcans Community Awards Dinner."

With nearly 200 nominations submitted, The Vulcans will honor outstanding citizens in five award categories: Lifetime Achievement, Servant Leadership, Hero, Game Changer and Newcomer. One award will be given for the Lifetime Achievement category, while the other four categories will recognize one Vulcan honoree and two Spear honorees. The five Vulcan recipients will make presentations at the event describing their passions and commitments to the communities they serve.

"Vulcan Park and Museum is a longtime advocate of growth and civic pride," says Ann Florie, event co-chair and Executive Director of Leadership Birmingham.

Reserve your table of eight (8) or individual tickets by Thursday, September 25 online at www. visitvulcan.com/thevulcans. Contact Ed Fields with questions at thevulcans@ visitvulcan.com.

NUTS AND BOLTS HIGHLIGHTS FROM THE PAST



Vulcan Celebrates 110 Years at Birthday Bash

Vulcan recently celebrated his 110th birthday at his biggest and best Birthday Bash yet, where more than 1,500 attendees enjoyed an afternoon of fun festivities at the June 1 event. For the first time, Lego hosted a build your best Vulcan contest where children of all ages could bring their Lego



replicas of Vulcan. Guests cooled off with Blue Bell Ice Cream and enjoyed activities including face painting and balloon art by the Magic Town Clowns, the Alabama Animals from the Birmingham Zoo, an energetic drum circle hosted by Get Rhythm!, a GameStop video game area and a home run derby in addition to a rock wall, moonbounce and much more.

Party-goers were led by President Pro Tempore of the Birmingham City Council, Jay Roberson (also celebrating his birthday) in serenading the Big Guy with "Happy Birthday." We were also joined by Vulcan's pal, Birmingham Barons' Babe Ruff, who we even caught #vulcaning along with other Birthday Bash guests at the #vulcaning photo booth sponsored by Al.com. The booth encouraged attendees to snap a pic of their best Vulcan pose and share it via social media using the hashtag "#vulcaning." Keep on #vulcaning, everyone - we want to see you strike a Vulcan pose on Twitter, Facebook or Instagram!

Thank you to everyone who took part in making our favorite iron statue's birthday celebration so special! We were blown away by such high attendance, and we want to thank all of our sponsors for making the event possible. Our sponsors included: Birmingham Parent, Vulcan Coach, Coca Cola, Happy Family, Periódico Latino Newspaper, GameStop, Alabama Media Group, LEGO, Blue Bell Ice Cream, and La Jefa - 98.3 FM.





AL DON

Spending the Summer with Vulcan

"I was

learning while

I was teaching

the kids. It was

really fun!"

This summer Vulcan Park and Museum was booming with visitors, and we were especially proud to host students in our summer program, a collaboration between Vulcan Park and Museum, YWCA and YouthServe. A group of upcoming

high-school seniors worked with younger children at the park, learning and explaining Birmingham's diverse culture and geographic significance.

Mariah Jones, rising senior at Ramsey High School, describes working with YouthServe at Vulcan Park and Museum this summer: "I really enjoyed my summer experience at Vulcan Park and Museum, especially working with the kids, since that's what I plan to do when I grow up. I enjoyed learning about the history of Birmingham and today. I learned about how steel was made into weapons during the World War II. I was learning while I was teaching the kids. It was really fun!"

Vulcan Park and Museum has been a long-time host to a variety of summer visitors. In this museum and park, people of diverse ages, nationalities and socio-economic backgrounds

> are engaged in meaningful art, culture, humanities, history, entertainment, recreation and more. Our visitors are the beneficiaries of the visionaries who created Vulcan Park 75 years ago, as well as the

public and private citizens who helped renovate and add the museum 10 years ago. On this convergence of the 110th, 75th and 10th anniversaries, thousands of members, corporations, foundations, volunteers and employees should be applauded for providing the resources to keep Vulcan Park and Museum beautiful and accessible for the enjoyment of so many different people.

FOURTH OF JULY FIREWORKS

Our Fourth of July Fireworks illuminated the skies above Vulcan this Independence Day, and hundreds of thousands of people around Birmingham joined us for the show! Vulcan Park and Museum is proud to provide this spectacular fireworks show each year for the enjoyment of Birmingham-area residents. This incredible Fourth



of July display could not be possible without the help of your generous donations and our amazing sponsors.

This year we encouraged people watching the fireworks display to share their photos via social media for our inaugural #VulcanFireworks Contest. We selected first, second and third place winners, and are happy to congratulate Robbie Brewer (1st), Tommy Mosley (2nd) and Wesley Coffman (3rd) on being chosen for the best #VulcanFireworks photos! Thanks to everyone who participated by posting pictures on Facebook, Twitter and Instagram using @visitvulcan and #VulcanFireworks.

We hope you enjoyed this year's event, and we look forward to seeing you all next year to celebrate the Fourth of July with us! Please visit our website to see how you can support the Vulcan Park Foundation to help make next year's show bigger than ever!

VISITVULCAN.COM 5

NUTS AND BOLTS COLOSSAL ANNOUNCEMENTS





Jan & Connie Celebrate 10 Years at Vulcan[®] Park and Museum

January 2004 as a volunteer. When the park reopened later in 2004, she was hired as a Visitor Services staff member. "This is my dream job in my retirement years," says Jan, who describes her experience at Vulcan as "absolutely wonderful." Her favorite post at Vulcan is in the ticket booth, where Jan says she is able to greet people from all over the world and share her love of Vulcan and Birmingham. Jan also has a bit of history with Vulcan. She and her late husband, Joe, would visit the statue on many of their dates during the 1960s. Jan attended undergraduate school at the University of Alabama and graduate school at Samford University, where she was a member of two academic honor societies, Phi Kappa Phi and Kappa Delta Pi She served as president of the Samford chapter of Kappa Delta Pi for two years. Jan has several other achievements, including being listed in "Who's Who in American Education" and serving as president of her local professional organization when she taught in the Jefferson County School System. She was a teacher for more than 30 years in the Jefferson County School System. Jan has one son and three grandchildren with whom she enjoys spending time and making memories as much as possible. She also enjoys traveling, computer games and volunteering as an usher at various venues throughout Birmingham. Jan describes Vulcan as the "gateway"

to our city. Thank you, Jan, for welcoming visitors to Vulcan Park and Birmingham.

Connie Richards began volunteering at Vulcan in March 2004 and became a member of the Vulcan Park and Museum Visitor Services staff on October 11, 2004. "I love working here because I get to meet people from all over the world and from every state in the Union," says Connie, who has found she has a knack as a salesman in the gift shop. Connie is a Certified Professional Secretary and has earned many outstanding achievements in her life and career. She was selected by a panel of judges for Secretary of the Year by the National Secretaries Association in 1966 in Mobile, Alabama. She won the All Events Bowling Championship for the State of Alabama in 1966. She was chosen as Insurance Woman of the Year by the Insurance Women of Birmingham in 1972. Connie has one daughter, three grandchildren and two great-grandchildren. She loves spending time with her family. She also has a passion for duplicate bridge and is a Bronze Life Master. She spends her spare time playing bridge at the Birmingham Duplicate Bridge Club, working crossword puzzles, reading, teaching Sunday School and exercising. Connie describes Vulcan as "THE symbol of Birmingham," and we couldn't agree more. Thank you, Connie, for your years of service.

VULCAN® WINS NONPROFIT OF THE YEAR AWARD

Vulcan Park and Museum was recently selected as the "2014 Nonprofit of the Year" in the \$1M to \$2M category by the Birmingham Business Journal (BBJ), which honored the top non-profit organizations in the Birmingham area. The award was based on Vulcan's track record of community involvement, recent accomplishments, sound stewardship and ability to improve the metro area. Vulcan is proud to receive this award and hopes to continue to support community in positive ways through local partnerships and further audience expansion. Vulcan was honored at a special event on June 19 at the Sheraton Birmingham Hotel and was recognized in the June 20 edition of the BBJ.



Welcome New Board **Members**

Vulcan Park and Museum is excited to welcome three new members to its Board of Directors. Joining the board are Mr. Brian Giattina, CFO of Giattina Avcock Architecture Studio Inc., Mr. Guin Robinson, Director of Institutional Development at Jefferson State Community College, and Mr. Don Scivley, Vice President of Corporate Services at Alabama Power Company. Their giving of their time and expertise in guiding our organization is greatly appreciated!

2014-2015 BOARD OF DIRECTORS

Mr. Larry B. Pirkle, Chair Partner, Warren Averett, LLC

Mr. Earl F. Hilliard, Jr., Vice Chair President, Magic City Films/The Hunt-Hilliard Law Firm, LLC

Ms. Suzanne Lane, Treasurer Vice President & CFO, O'Neal Steel, Inc.

Ms. Colean Black, Secretary Manager of Gas Control, Alagasco

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Mr. Steven B. Davis Community Volunteer

Mr. Michael S. Denniston Partner, Bradley Arant Boult Cummings, LLP

Mr. Brian Giattina CFO, Giattina Aycock Architecture Studio Inc.

Mr. Michael R. Mills Senior Vice President & General Counsel, Vulcan Materials Company

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Mr. Don A. Scivley Vice President, Corporate Services Alabama Power Company

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Mr. Shawn Smith HR Director, Streamline CXO

Mr. Lawrence Whatley Vice President Design & Construction HealthSouth Corporation

Ms. Darlene A. Negrotto President & CEO, Vulcan Park & Museum



SET IN STONE VULCAN'S[®] BRICK PAVER CAMPAIGN

For 110 years, Vulcan has been Birmingham's symbol of pride and accomplishment. Help us celebrate Vulcan's 110th year by purchasing a commemorative brick, which will be placed at the entrance to Vulcan Park and Museum near the flagpole. Bricks make a thoughtful gift for any upcoming special occasion or a great way to honor the memory of a loved one. For more information or to order a brick, visit our website.



Thanksgiving Day Open at 1pm

Christmas Eve & **Christmas Day** Closed

New Year's Day Open at 1pm



After his triumphant exhibition as the emissary for our state

at the St. Louis World's Fair in 1904, Vulcan returned to Birmingham to spend the next thirty years presiding over the festive atmosphere of the Alabama State Fairgrounds. There, Vulcan became a popular meeting location for fairgoers, and because he was so highly visible, the statue was ultimately utilized for advertising ice cream, soft drinks, pickles and overalls.

While his stint at the fair brought him closer to his community as a fixture of popular culture, this treatment was not indicative of the level of respect intended by his creators, and a move began to find a fitting home for Vulcan. In 1935, the Birmingham Kiwanis Club, led by Tom Joy, Thad Holt and Mercer Barnett, came forward with a plan to position Vulcan in a place of honor high atop Red Mountain. Tom Joy led a committee representing Kiwanis, the Birmingham City Commission and Parks and Recreation Board. Through Thad Holt's efforts, the Vulcan project earned a federal grant from the Works Progress Administration which covered most costs for Vulcan and his park. Mercer Barnett negotiated a land grant from the Tennessee Coal, Iron and Railroad Company, and with that, the park project became a reality.

The Parks Department created the site's unique park plan, distinct in its mix of WPA-era rusticity and formal refinement. The committee commissioned architectural firm Warren, Knight, and Davis to design the sandstone tower, modeled after the famous Bok Tower in Lake Wales, Florida.Vulcan's tower included over 150 steps, allowing visitors access to an observation balcony that provided a stunning vantage point from which to view the bustling city. The completion of Vulcan Park in 1939 provided a milestone moment for the Birmingham region. "The dedication of the new park was celebrated with a festival of unusual magnitude and proportions."¹ The citywide celebration lasted for nine nights, including a three-night theatrical extravaganza with a cast of over 1,200. It was "the greatest civic and historic event in Birmingham since the semi-centennial in 1921."² Festivities culminated with the crowning of Vulcan's queen, Miss Evelyn Tully, who was selected through a community-wide voting contest. Historic American Engineering Record, Vulcan Statue and Park, Matthew Kierstead, Historian, 1993; 2 Vulcan clippings file, Linn-Henley Research Library

The

In celebration of Vulcan Park's 75th anniversary, the renowned Red Mountain Theatre Company joins Vulcan Park Foundation in presenting *Miss Vulcan 1939*, an original musical comedy based loosely on the actual crowning of Vulcan's queen. Presented September 5 and 6 on park grounds, in the shadow of Vulcan himself, *Miss Vulcan 1939* will transport audiences back in time to attend the first (and only) Miss Vulcan pageant. Purchase your tickets now at redmountaintheater.com, and join us in honoring the 75th anniversary of the dedication of Vulcan Park with this hilarious outdoor play.

THE FULFILLMENT

Anchored by links of steel, on Red Mountain's iron vein

Our Vulcan views a city spread over hill and plain,

Built like this tower, by men whose work and skill

AndBirmingham's best nerve that helped them to fulfil

The prophecy he made in nineteen hundred four;

Our population grown since then to even ten times more

Who plead for art and science new victories to reveal

And build a greater city with the onward march of steel.

—J.H. Adams

A LOOK INTO LINN-HENLEY

STORIA

BIRMINGHAM'S ITALIAN COMMUNITY

La Storia: Birmingham's Italian Community opens September 19

If you were an early 20th century Italian immigrant living in Birmingham, chances are you came from Sicily. More specifically, you probably came from Bisacquino, a small Sicilian village near Palermo. Leaving family behind in Bisacquino was surely a gut wrenching decision, motivated by a desire to escape poverty and facilitated by agents canvassing the Sicilian countryside for cheap labor.

Italians arriving in New Orleans often went to work first on Louisiana citrus farms or one of the state's sugar cane plantations, but word was getting around that Birmingham offered a chance to earn wages in one of its factories. Enticed by the promise of better pay, many Italian immigrants left Louisiana for the new industrial city. Joining them were fellow Italian immigrants who came directly from Sicily or other parts of Italy, or who may have spent some time in a northern city before deciding to head south.

By 1910, Birmingham's Italian population numbered almost 2,000 and was spread out over several neighborhoods. There was Little Italy in Ensley, a working class neighborhood associated with Tennessee Coal and Iron. There was the vibrant Italian community of Thomas, Republic Steel's company town. To the west lay another Little Italy, in West Blocton, where Italian immigrants mined coal and known to this day for its Italian Catholic cemetery. Each community was anchored by a Catholic parish, supplying social and spiritual support and operating schools for Italian speaking children. Corner grocery stores, some of which grew into major supermarket chains, supplemented their



Birmingham's Italian-owned grocery stores were vital to such communities as East Lake, Thomas and Ensley.

owners' income. Fig trees, small family gardens and even livestock kept food traditions alive.

Birmingham's Italian community illustrates what it means to live in Birmingham, and the exhibit tells this great story. In partnership with the Italian American Heritage Society and research from UAB honors students, Vulcan Park and Museum gathered artifacts, photos and oral histories from the city's Italian immigrant

communities.

Vulcan and the Italian American Heritage Society will present La Storia: Birmingham's Italian Community September 19, 2014 through September 2015. For information on La Storia, visit the events page on our website at visitvulcan.com.



Giuseppe Moretti, sculptor of Vulcan, is considered one of the Birmingham Italian community's most beloved heroes.

BUY A PIECE OF BIRMINGHAM

Vulcan's Gift Shop is located inside Vulcan Center Museum and is open seven days a week. Gift Shop hours coincide with Museum hours. Select items are available online at visitvulcan.com or VPM's Facebook page - facebook.com/ visitvulcan.

Featured, Item,

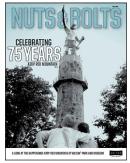
PLUSH VULCAN \$14.99 (PLUS TAX)

Visit the Vulcan Park and Museum Gift Shop to see new additions to the shelves! One of our new items is Plush Vulcan. He is a handsome, stuffed figure that can be yours for \$14.99. Plush Vulcan is kid-friendly and makes a nice compliment to one of the four replica statues that you will also find in the shop. Plush Vulcan makes a great gift and has become a very popular item. Come and get a Plush Vulcan of your very own today!

ATTENTION VULCAN MEMBERS! Receive a 10% discount in Vulcan's Gift Shop year-round. (Available in-store only)



FUNDAMENTALS



In 1939, Vulcan was moved to his prominent home atop Red Mountain for all of Birmingham to see. Now, 75 years later, the statue still stands tall as a symbol of pride and growth for the Magic City.

HOURS OF OPERATION

Open 7 Days a Week.

MUSEUM: Mon-Sat 10 am - 6 pm Sun 1-6 pm

OBSERVATION TOWER: Mon-Sat 10 am - 10 pm Sun 1-10 pm

ADMISSION CHARGED. Free for Vulcan Members!

Vision

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To evoke inspiration and pride in the region and its potential for the future, just as the statue of Vulcan did when it was first created in 1904.

Mission

To preserve and promote Vulcan as the symbol for the Birmingham region, to advance knowledge and understanding of Birmingham's history, and culture and to encourage exploration of the region.

Contact Information

General Questions or Comments: info@visitvulcan.com; 205.933.1409 Field Trips & Group Tours: fieldtrips@visitvulcan.com; 205.933.1409 x29 Volunteer Opportunities: lelliott@visitvulcan.com; 205.933.1409 x29 Event Venue Usage: event@visitvulcan.com; 205.933.1409 x22 Membership & Giving: syates@visitvulcan.com; 205.933.1409 x23 Vulcan's Gift Shop: oblomeley@visitvulcan.com; 205.933.1409 x32



PARK & MUSEUM

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Please support Vulcan Park and Museum at visitvulcan.com. Contributions made on-line at our secure website conserve paper and postage.

A GIANT IMPACT - Q&A

What has been your most rewarding experience with Vulcan®?

It's important to us at Big to work on initiatives that are important to our hometown and our home state. We've done a lot of work for Vulcan over the years; in fact, Big worked with Vulcan Park back in 2004 with the restoration efforts. Most recently, though, we had the chance to work on Vulcan's logo and website. Other than the big man himself, the website is the most outward facing presence of the park & museum. And just like we're in the middle of a lot of the work that positions Birmingham as a forward-thinking destination, we felt that Vulcan's digital presence needed to reinforce that, as well.

Why is Vulcan[®] Park and Museum vital for Birmingham?

I grew up in Birmingham. And like a lot of kids back then, my dad worked at US Steel. As far back as we know, all the men in my family worked at US Steel. John L. Montgomery, Sr., was a blacksmith, too. Ever since I was a small kid, I remember Vulcan being the ultimate representation of my hometown. He's iconic. He's something that all of us were proud of then and should be today, too.

That's really where the tagline came from. He stands for Birmingham – both literally and figuratively. Vulcan is our representative to the outside world. When people think Birmingham, they think about him first. But also, Vulcan Park is a representation of how people feel Birmingham is doing. It's why his restoration was so important for our city, and why his continued presence in our community – all our communities – is so important to our future.

Living in Birmingham my whole life, I've never seen so much positive momentum in our city. It's a great time to be from Birmingham. We have a lot to be proud of. Vulcan stands as the permanent reminder of what we're capable of when our communities work together.



JOHN L. MONTGOMERY President Big Communications