

**Clark Historic Landmark Site**  
***"Torchbearers Of Civil Rights History"***

**Official Media Kit**

Clark Historic Landmark Site

252 LaFayette Highway, Roanoke, Alabama 36274

MAIN: (334) 863-4885

Mobile: (334) 332-1553 | (334) 646-2056 | (334) 333-9209

Web: [www.clarkhistoricsite.org](http://www.clarkhistoricsite.org)

Email: [charlotte@clarkmemorial.biz](mailto:charlotte@clarkmemorial.biz)

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## **A Living Testament to Courage, Community, and Legacy**

Founded in 1969 by Wilkie Clark and Hattie Lee Peters Clark, the Clark Historic Landmark Site honors two fearless Civil Rights leaders and trailblazing Black entrepreneurs who turned their fight for freedom and economic justice into a legacy that still stands strong today.

Visitors step into a living piece of local and national history - exploring exhibits, archival materials, and stories that connect our past struggles with our present hopes.

Whether you are a journalist, historian, student, or community advocate, you will find a story here that demands to be told - and a legacy that refuses to be forgotten.

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## **Founders' Biographies**

### **Wilkie Clark (1920-1996)**

Wilkie Clark built more than a funeral home - he built an economic stronghold that defied segregation-era barriers. He fought to secure equal rights at the ballot box, in business, and in his community, leaving behind a blueprint for local Black entrepreneurship and civil courage.

### **Hattie Lee Peters Clark (1925-1999)**

A beloved educator, dedicated mother, and community champion, Hattie Lee Peters Clark stood shoulder-to-shoulder with Wilkie in life and legacy. Her devotion to education uplifted generations, and her steady leadership made the Clark family's vision for community progress a reality.

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**Historic Timeline**

1948: Wilkie Clark and Hattie Lee Peters Clark marry in Anniston, Alabama.

1969: Clark Funeral Home opens on LaFayette Highway in Roanoke.

1970s-80s: Wilkie Clark challenges local segregationist power structures and promotes Black voting rights.

1990s: The family continues preserving the site and community history.

Today: The Clark Historic Landmark Site hosts tours, programs, and community events that keep this local Civil Rights legacy alive for future generations.

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**Key Facts**

**Location:** 252 LaFayette Highway, Roanoke, Alabama

**Visiting:** Tours available by appointment for schools, churches, civic groups, and heritage travelers.

**Exhibits:** Historic marker, original business site, family archives, Civil Rights era photographs and memorabilia.

**Community Role:** Educational resource, community event venue, and living archive of Black excellence and local resilience.

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**Quotes**

*"This site stands as living proof that ordinary people, driven by courage and faith, can push back against injustice and build something that lasts."*

— *Charlotte A. Clark-Frieson, Curator*

*"When people step onto these grounds, they are not just seeing history — they are touching the legacy of a family who never backed down."*

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### Contact Information

Primary Media Contact:

Charlotte A. Clark-Frieson, Curator

(Wilkie S. Frieson and Je'Lynn M. Frieson, Co-Curators)

"The Daughter and Grandchildren of Wilkie & Hattie Lee (Peters) Clark"

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