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The Most Notorious Bronco is heading to Pigeon Forge!

Alcatraz East Crime Museum to display famous white Bronco from the OJ Simpson police chase.

PIGEON FORGE, TENNESSEE (June xx, 2016) – Just over 22 years ago, millions of people watched as Al Cowlings drove his white Ford Bronco with Heisman Trophy winner and NFL Hall of Famer O.J. Simpson in the back seat. The 90 minute slow-speed police chase is considered among the top ten watched events in television history. It is estimated that 95 million people viewed the live coverage of the police chase, and now that infamous white Bronco will be on display in Pigeon Forge’s newest attraction - [Alcatraz East Crime Museum](#), opening fall 2016.

“It was the event everyone was talking about, and is still discussed today. People reminisce about where they were and who they were with when the news broke into the NBA Finals with helicopter footage of the chase. The country was captivated and perplexed,” states Janine Vaccarello, chief operating officer for Alcatraz East. “The O.J. case shined a light on our criminal justice system and was among the first to discuss forensics in detail. We are pleased to have the Bronco as part of our collection to tell this story.”

The Bronco will join other famous crime artifacts and exhibits at the Alcatraz East Crime Museum, which will be located at 2757 Parkway in Pigeon Forge. The museum will be themed as a 19th century prison, and is slated to open fall 2016 at the entrance to The Island, neighboring Paula Deen’s Family Kitchen and Margaritaville Hotel.

“I’m thrilled to form this partnership with Alcatraz East and give people a chance to see

the famous Bronco,” says Michael Gilbert, co-owner of the vehicle and Simpson’s former manager. “A museum is where it belongs. I hope that by seeing the Bronco in person visitors can learn about an important time in American history. We still believed our heroes were flawless and could do no wrong and hopefully the Bronco will serve as a reminder to all that crime doesn’t pay.”

The interactive museum will feature a variety of ways for visitors to learn more about criminal intent, criminal profiles, the penal system, victims’ stories, crime prevention, law enforcement, forensic science, and our justice system. Spread over two floors, the 25,000-square foot museum will include interactive displays on these subjects as well as original artifacts. Artifacts from the museum’s extensive collection that will be on display include John Dillinger’s death mask, Al Capone’s rosary, objects belonging to Bonnie & Clyde, an FBI polygraph machine, Al Pacino’s submachine gun from the movie *Scarface*, items related to the 2012 Benghazi attack, and the latest in law enforcement technology. The museum’s mission is to provide guests of all ages with a memorable journey into the history of American crime, law enforcement, forensic science, and crime scene investigation (CSI), through an interactive and entertaining educational experience.

There will be 20 different exhibit areas covering five themes for guests to explore; history of American crime, the consequences of crime, crime scene investigation, crime fighting, and pop culture.

The museum is owned by John Morgan, who previously owned the Crime Museum in Washington, DC which permanently closed on September 30, 2015, allowing for the creation of a more ambitious attraction than the previous “must-see” DC museum. For more information, visit the site at: www.alcatrazeast.com

About Alcatraz East- Opening Fall 2016

Alcatraz East will be the most arresting crime museum in the United States. Guests of all ages will encounter a unique journey into the history of American crime, crime solving, and our justice system. Through interactive exhibits and original artifacts, Alcatraz East will be an entertaining and educational experience for all ages - so much fun it’s a crime! This family attraction will be located at the entrance of The

Island, located at 2757 Parkway, Pigeon Forge, TN. For more information, visit www.alcatrazeast.com or check out our demolition video on YouTube <https://www.youtube.com/watch?v=thB02zswa4I>.

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Sources:

CNN. *5 Surprising facts about OJ Simpson slow-speed chase.*
<http://www.cnn.com/2014/06/10/justice/five-things-oj-simpson-chase/>