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CONTACT:

Cher Murphy

[cher@chermurphypr.com](mailto:cher@chermurphypr.com)

[press@alcatrazeast.org](mailto:press@alcatrazeast.org)

571-263-2128



## **The O.J. Bronco Displayed at Alcatraz East- 22 Years Later**

*New Pigeon Forge attraction offers a rare glimpse at the vehicle O.J. Simpson made famous in June 1994*

**PIGEON FORGE, Tennessee (June 6, 2017)** – The anniversary of the scene made famous when 95 million people tuned in to watch O.J. Simpson flee the police in a white Bronco is quickly approaching. June 17, 1994 is a date many recall because of the news he made that day, having been accused of killing his ex-wife and her friend. Rather than turn himself in, as ordered by police, the former football star fled with cameras rolling and millions watching. Today, that infamous white 1993 Ford Bronco is on display Alcatraz East Crime Museum in Pigeon Forge, Tennessee.

Although the vehicle has been largely out of the public eye for two decades, it came back into the public eye in 2016 with the popularity of the shows “O.J.: Made in America” and “The People v. O.J. Simpson.”

“We are fortunate to have this piece of history in our collection,” states Janine Vaccarello, chief operating officer for Alcatraz East, “It’s something that many of us watched and remember, as it sparked so many conversations that influenced our views. This case was important for so many aspects of law enforcement from police procedures to DNA.”

It is estimated that 150 million people tuned into the verdict in the Simpson trial in 1995 where he was acquitted. In 2008, Simpson was sentenced to 33 years in prison for armed robbery, where he remains, but is eligible for parole later this year.

“This is a part of our country’s history that millions are interested in,” states Vaccarello, “Visitors are coming to the museum just to see the infamous Bronco and our other Simpson artifacts. There’s nothing quite like seeing such an iconic piece first-hand.”

The Bronco was kept hidden in a garage between Las Vegas and California for years but was always kept in running condition and preserved in the same condition as it was in 1994. Simpson’s previous sports manager, Mike Gilbert, worked directly with the museum to handle the preservation of this important piece of crime history.

“When I was working with ESPN on the documentary 'O.J.: Made in America,' I knew there would be an increased curiosity surrounding this case," says Michael Gilbert, co-owner of the vehicle and Simpson’s former manager. "Not only would people learn details they never heard, but there would also be a new generation learning about it for the first time. This partnership with Alcatraz East has been important to me. I wanted the Bronco in a place where it would be protected, as well as be part of a bigger story- a part of history.”

Alcatraz East officially opened December 16, 2016. The new crime museum is located at the entrance to The Island, at 2757 Parkway in Pigeon Forge, near the Margaritaville Hotel and Paula Deen’s Family Kitchen.

The 25,000 square foot museum is designed with a jail façade, has a star-studded board of experts who make up the Advisory Board, including Jim Willett, a retired prison warden, Anthony Rivera, a combat veteran and Navy SEAL chief, and Judge Belvin Perry, Jr., who is best known for the Casey Anthony trial.

General admission tickets are \$14.95 for children, \$24.95 for adults. Group ticket sales are available. The museum will be open 365 days per year, from 10 am to 9 pm, with the last ticket sold 60 minutes before closing. For more information and to purchase tickets, visit: [www.alcatrazeast.com](http://www.alcatrazeast.com).

## **About Alcatraz East**

Alcatraz East is the most arresting crime museum in the United States. Guests encounter a unique journey into the history of American crime, crime solving, and our justice system. Through interactive exhibits and original artifacts, Alcatraz East is 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](http://www.alcatrazeast.com).

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