



# ALCATRAZ EAST

★★★ CRIME MUSEUM ★★★

**FOR IMMEDIATE RELEASE**

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## **Alcatraz East Crime Museum Kicks Off 2025 with Expanded Coupon Fraud Exhibit, True Crime Book Club, and Much More for January**

*Alcatraz East Crime Museum, located in Pigeon Forge, is ready to explore crime, clues and convictions in the New Year*

**PIGEON FORGE, Tenn. (January 2, 2025)** — Alcatraz East Crime Museum has a lot planned for January 2025, starting with an update to its pop culture and counterfeit gallery. The new addition will put coupon fraud in the spotlight. The museum is also inviting people to take part in its true crime history book club, has homeschool days planned, and will be celebrating Law Enforcement Appreciation Day. Guests are invited to check out the list of exciting events taking place and plan their visit.

"We have a great month planned with something for everyone," says Ally Pennington, artifacts and programs manager at Alcatraz East Crime Museum. "There are new things to see and learn about and ways to get more involved. We always offer great ways to make the museum a fun and educational stop."

The museum is expanding their counterfeiting display with a section titled "Operation: Super Coupon." It will feature numerous coupons confiscated during a coupon fraud investigation by the Phoenix Police Department in 2012, which led to the arrest and conviction of three women who were running a high-value coupon fraud scheme.

The fake coupon ring was led by Robin Ramirez, who had two other women assist her. When authorities arrested her following an 8-week investigation, she had \$40 million worth of counterfeit coupons her team had brought in from overseas to sell to people through a website. She was ultimately sentenced to two years in prison, five years probation and up to \$5 million in restitution. The story inspired the 2021 movie "Queenpins," starring Kristen Bell and Vince Vaughn.

In addition to the new display addition, Alcatraz East Crime Museum is holding other special activities and days in January 2025, including the Alcatraz East Crime Museum Book Club. The public is invited to join the free online book club focusing on American

true crime history, law enforcement, and survivor stories. Those interested can join the [AE Crime Museum Book Club](#) on Facebook, where a new book is selected at the beginning of each month. A new feature this year is that there will also be a movie suggestion to go along with each month's book pick. Members will get a chance to participate in a discussion about the book and film.

The books for January, February and March are:

- January 2025: "A Deal with the Devil: The Dark and Twisted True Story of One of the Biggest Cons in American History" by Blake Ellis and Melanie Hicken
- February 2025: "Zenith Man: Death, Love, and Redemption in a Georgia Courtroom" by McCracken Poston Jr.
- March 2025: "Devil in the Darkness: The True Story of Serial Killer Israel Keyes" by JT Hunter
- The suggested film for January is *Queenpins* (2021).

"Those who enjoy reading or learning about true crime should check out the Facebook group," added Pennington. "There have been some great discussions, and we are always happy to have more voices involved."

The museum also offers homeschool days in January and February 2025, which will be held weekdays from 10 am to 3 pm. The homeschooling rate is \$12 per person, plus tax. Homeschool groups with at least 10 people and an advance reservation get a discounted rate of \$10 per person, plus tax. This allows homeschool families to explore the history of American Crime, Forensic Science, and Law Enforcement at a discounted rate. Proof of homeschooling is required to get a discounted rate. Inquiries for homeschool groups can be made with Rhiannon at [groupsales@alcatrazeast.com](mailto:groupsales@alcatrazeast.com) or (865) 453-3278 ext. 1603.

Law Enforcement Appreciation Day will also be celebrated on January 9, 2025. The museum is providing free admission for all law enforcement officers with valid identification that day. There is a discounted rate of \$10 per person, plus tax, for additional members accompanying the person.

The museum features over 100 exhibits and interactives and four temporary exhibit spaces, with many famous items on display, including Al Capone's rosary, Ted Bundy's dental molds, and Charles Manson's acoustic guitar. This top museum is open at 10 am daily. The last tickets are sold 60 minutes before closing. These interactive experiences are available for an additional fee for birthday parties, school groups, scouts, team building, or other [special events](#). To get a discounted rate for groups of 15 or more, complete the [online form](#) and allow up to 72 hours for confirmation. For more information about tickets, discounts, [temporary exhibits](#), and all the museum offers, visit the site: <https://www.alcatrazeast.com>.

Alcatraz East Crime Museum has updated its board of crime experts, which includes Derwin Bradley, a retired master police officer; James R. Knight, a crime writer; Robin Maynard, a certified crime scene investigator in Florida; Derek Newport, a law

enforcement veteran who worked for the Tennessee Bureau of Investigation for 20 years; and Judge Belvin Perry, Jr., who presided over the notorious case against Casey Anthony, among others.

### **About Alcatraz East**

Alcatraz East is the most arresting crime museum in the United States. Guests of all ages can 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 is at The Island's entrance, 2757 Parkway, Pigeon Forge, TN. The last ticket is sold 60 minutes before closing. For more information and to purchase tickets, visit [www.alcatrazeast.com](http://www.alcatrazeast.com).

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