

FOR IMMEDIATE RELEASE:

WASHINGTON D.C. - (INSERT ORGANIZATION'S NAME) is joining with The Juneteenth Foundation on June 18th and 19th, 2021 for the inaugural Juneteenth Freedom Festival. For many years, Juneteenth has been under-recognized and under-celebrated. Juneteenth marks the nation's second Independence Day and should be a national pride as a significant milestone in American history. This year, we will help create the platform for the nation to come together to celebrate Juneteenth and host one of the largest Juneteenth celebrations in America.

June 18th will be Day 1 of the celebration and will kick off with The Juneteenth Reflection Panels. The first virtual panel discussion will feature some of the nation's largest brands and corporations. The panel will evaluate what corporations are doing to understand and support the black community both within their workspace and externally. The second-panel discussion will feature industry experts to discuss the things that are preventing black liberation today. Topics will include criminal justice reform, access to equity, and education. This hard-hitting discussion will get to the root of some of the real issues of why black Americans are still fighting for freedom.

The day will end with The Juneteenth Freedom Reception. This in-person event will bring together members of Congress, celebrities, CEOs, and community leaders and together celebrate Juneteenth in the nation's capital. The event will also honor the next generation of Black scholars by awarding scholarships to students attending HBCUs. The event will have live music, food, entertainment, and some of the nation's key leaders and champions for the African American community.

The Virtual Career Panel and Fair kicks off on Day 2, June 19th. The Freedom Virtual Career Day will provide job seekers access to some of the nation's largest and recognizable brands and corporations. Representatives from these brands will share industry insights and resources tailored to diverse candidates. The fair will be split into two components, a career panel focused on cultural challenges in the corporate workspace and issues for diverse applicants. It will be followed by industry breakout sessions where experts and attendees will have the chance to meet more intimately to explore resources available, discuss and answer more in-depth questions.

Crowning the Juneteenth Festival will be the Juneteenth Freedom Concert which will be headlined by America's finest in the music industry. Music is the key to the soul and celebration, so we plan to end Juneteenth through music and celebration. The concert will be streamed virtually to tap into a national audience and thus creating a social platform for the nation to celebrate together through music, dance, and artistry.

The event has limited capacity so early registration is advised by visiting:
<https://thejuneteenthfoundation.com/freedomfest/>.

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