



## Fort Worth 150<sup>th</sup> Anniversary of Juneteenth June 19-21, 2015 Fact Sheet

- Juneteenth commemorates when the slaves in Texas finally got word of the Emancipation Proclamation issued by President Lincoln. The historical significance affects not only African Americans in Texas, but also the many others who have stood for racial equality nationally and around the world.
- Juneteenth is a multicultural experience that touches the lives of a diverse audience. The annual attendance for the Fort Worth events has been recorded at more than 20,000 including participants, vendors, and spectators.
- Honorary Chair for Fort Worth's 150<sup>th</sup> Anniversary of Juneteenth is Texas State Senator Wendy Davis.
- Planned activities for the anniversary year include a Health and Financial Freedom fair in April and May leading up to the June events.
- Juneteenth weekend (June 19-21) activities include a Miss Juneteenth Pageant, Parade, 5K Walk/Run, Outdoor Festival with children's area, live music stage, car show, food trucks, vendors, Art Exhibit, and 3-on-3 Basketball Tournament. Other activities include a film festival, Breakfast of Prayer & Ecumenical Service and a Gospelfest Choir Competition.
- Confirmed sponsors are: BNSF Railway, Wells Fargo Bank, North Texas Tollway Authority, Fort Worth Convention and Visitors Bureau, Foodland Markets, Fort Worth Stock Show and Rodeo, Elrod's Cost Plus Supermarkets, Texas Health Harris Methodist Fort Worth, Carter Bloodcare, Blue Cross Blue Shield of Texas, UNT Health Science Center, Hour Movement, Rodeo Dental & Orthodontics, Tarrant Regional Water District, Ethel Ransom Cultural Club, Fort Worth Police Department, Tarrant County Resource Connection Center, and Rich Dad Education.
- Confirmed media partner is K104/Smooth R&B KRNB105.7. Popular Radio Personalities will be hosting the festival concert stage and the Gospelfest Competition.
- Public Relation Agencies of Record are Achieve PR and Limequest Agency.
- Confirmed Gospel recording artists are Virlinda Stanton with the featured performance by Madelyn Brene' and R & B and Jazz band Taylor Pace and the Ultra Sound Band and Julliard trained violinist Richmond Punch.
- Key Community Leaders Involved: Congressman Marc Veasey, Tarrant County Commissioner Roy C. Brooks, State Representatives Nicole Collier and Ramon Romero, City Council Members Gyna Bivens and Kelly Allen Gray.
- The cost to attend most events is free and will take place throughout the city of Fort Worth at Cobb Park, Grand Theatre, Juneteenth Museum, and Baker Chapel AME Church.
- Sponsorships available in various levels and packages can be customized to meet specific needs.
- Vendors and contest participants can sign up via the Juneteenth website.
- To learn more, visit the website at [www.juneteenthftw.com](http://www.juneteenthftw.com) or contact the event consultant, La'Wonda Peoples @ 817-689-4344.