

MEDIA ADVISORY: FOR IMMEDIATE RELEASE

Michael A. Rashid named CEO of Philadelphia Juneteenth Parade and Musicfest

December 4, 2018 -- Philadelphia, PA -- The 4th Annual Philadelphia Juneteenth Celebration, Parade and Musicfest, taking place in Philadelphia on Saturday, June 22, 2019 has recently appointed Michael Rashid as its Chief Executive Officer.

Dating back to June 19, 1865, Juneteenth is the oldest celebration commemorating the ending of slavery in the United States. The Philadelphia Juneteenth Parade and Musicfest, produced by the Pennsylvania Juneteenth Initiative, is held annually and attended by thousands. The event joins people together to have fun, embrace African and African American culture and history, and continue the tradition of higher education, self empowerment and self determination.



Mr. Rashid is the former CEO of AmeriHealth Caritas, a national leader in Medicaid managed care and other healthcare solutions. He holds a Master of Business Administration in finance from the Harvard Business School and a Bachelor of Science in marketing from the University of Southern California. A proven and savvy business leader, Mr. Rashid brings over 30 years of executive management experience to the Pennsylvania Juneteenth initiative, providing the direction needed for the organization to expand its capacity.

A number of notable Philadelphia leaders have volunteered to serve on the 2019 Philadelphia Juneteenth Host Committee including, Councilwoman Jannie L. Blackwell; State Senators Vincent Hughes and Sharif Street; James Burnett, Executive Director of West Philadelphia Financial Services Institution; Romona Riscoe Benson, Director of PECO's Corporate Relations; Sharmain Matlock-Turner, President & CEO of Urban Affairs Coalition; Atif Bostic, President of UpLift Solutions; Tomika McFadden, CEO of Pennsylvania Care Associates; Attorney Robert L. Archie, Partner at Duane Morris; Greg Lyles, Regional Development Director at the United Negro College Fund; Steven Scott Bradley, President & CEO of Bradley & Bradley Associates; Gregorio Cojulun, President of Malcolm X Park and Tempest Carter, The Enterprise Center's 52nd Street Business Manager.

The 2018 Philadelphia Juneteenth Parade, which was televised in a special broadcast highlighting the event on 6abc to over 55,000 viewers, drew over 1,500 participants, 20 floats and approximately 10,000 attendees. Those numbers are expected to double for 2019 as the parade route has moved from downtown Philadelphia to the Historic 52nd Street in West Philadelphia to increase attendance and economically benefit community based businesses.

On Saturday, June 22, 2019, the Fourth Annual Philadelphia Juneteenth Parade and MusicFest will begin with an "Honor Our Ancestors" breakfast at the historic Belmont Mansion. The parade will then commence at 52nd and Jefferson Streets, move south on 52nd Street and end with a festival at Malcolm X Park (52nd and Pine Streets) where the official renaming ceremony of 52nd Street to Muhammad Ali Way will take place. Local and national celebrities are expected to be present.

To learn more about the 2019 Philadelphia Juneteenth Parade and MusicFest, please visit www.juneteenthphilly.org or call (267) 225-3108.