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### **Philadelphia Juneteenth Parade & Festival Announces City of Philadelphia as Official Event Partner**

February 19, 2019 -- Philadelphia, PA -- The Philadelphia Juneteenth Parade and Festival announces its official partnership with the City of Philadelphia for its 4th annual parade taking place on Saturday, June 22, 2019.

“The City is proud to partner with the Philadelphia Juneteenth Parade and Festival” stated Mayor Kenney. “Juneteenth is an event that has a unique cultural and historical significance, both here in Philadelphia and across the country. We’re really excited that the new parade route will take place in the heart of West Philadelphia. Philadelphia has long been known as a city of neighborhoods, so it’s only appropriate that the parade takes place in one of our most vibrant and diverse communities. I hope that residents from all parts of the city will come out and enjoy this year’s Juneteenth festivities.”

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 Festival, produced by the Pennsylvania Juneteenth Initiative, is held annually and attended by thousands. The event joins people together to embrace African and African-American culture and history, and continue the tradition of higher education, self-empowerment and self-determination. On Saturday, June 22, 2019, the Fourth Annual Philadelphia Juneteenth Parade and Festival will commence at 52<sup>nd</sup> and Parkside Avenue, move south on 52<sup>nd</sup> Street and end with a festival at Malcolm X Park (52<sup>nd</sup> and Pine Streets), where the official renaming ceremony of 52<sup>nd</sup> Street to “Muhammad Ali Way” will take place.

Michael Rashid has been recently appointed Chief Executive Officer of the Pennsylvania Juneteenth Initiative. Mr. Rashid, an executive with the Centene Corporation (owner of PA Health and Wellness), and former CEO of Amerihealth Caritas, stated “We are excited to bring the Juneteenth celebration back for its 4th year and, this time, back to the community.” In previous years, the parade route has traveled through the historic district of Center City. “Bringing the parade to 52<sup>nd</sup> Street, a place where historically African-American businesses have thrived, was an important change we had to make to increase attendance and economically benefit community based businesses.”

Mayor James F. Kenney joins a number of notable Philadelphia leaders who have volunteered to serve on the 2019 Philadelphia Juneteenth Host Committee including, Councilwoman Jannie L. Blackwell; Councilman Curtis Jones; 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, Founder & Chair of Pennsylvania Care Health & Wellness; 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; Deputy Managing Director Jazelle Jones, City of Philadelphia; Janice Salter, CEO of Mercy Douglass Human Services; Ryan Boyer, Business Manager Laborers' District Council; Historian Joe Certaine; Jasmine Sessoms of J-S Strategies; 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 and 20 floats. Those numbers are expected to more than double this year. To learn more about the 2019 Philadelphia Juneteenth Parade and Festival, please visit [www.juneteenthphilly.org](http://www.juneteenthphilly.org) or call (267) 225-3108.