JUNETEENTH
Philly
JUNE 19 2021
FREEDOM DAY CELEBRATION
Join Juneteenth Philly as we march to make Juneteenth a National Holiday!
Call 215-247-1545 for more information
Juneteenthphilly.org

FREEDOM DAY MARCH
9:30 AM
52ND HAVERFORD

ART IN THE PARK
12:00 PM
MALCOLM X PARK

FREEDOM DAY FLOAT HOUSE CONTEST!

2021 Juneteenth Philly eBook

Made with PosterMyWall.com

Philadelphia Juneteenth Parade & Festival
Juneteenthphilly.org
Juneteenth Freedom Day March: Saturday, June 19, 2021
Following the traditional Juneteenth Parade route along 52nd Street, the Juneteenth Freedom Day March is an opportunity for Juneteenth supporters to amplify their voices and celebrate Juneteenth becoming an official National Federal Holiday. In partnership with WURD and Spectrum Health, the Pennsylvania Juneteenth Initiative will host a brief program at the onset of the march to celebrate the momentum occasion.

Rally Point: 52nd Street and Haverford Avenue at 9:30AM
March Time: 11AM
Anticipated End Time: 12PM at Malcolm X Park
After the March: Art in Park at Malcolm X Park & Community Food Distribution at Global Leadership Academy (across the street from Malcolm X Park)

Juneteenth Art in the Park
Following the Juneteenth Freedom Day March on Saturday, June 19, 2021, participants can walk through Philadelphia’s first Juneteenth Freedom Day Art Exhibit in Malcolm X Park. Art work will be on display by black artists and vendors from the virtual vendors marketplace will be spotlighted with links to their online stores. Some vendors will be in the park and jazz music will compliment festivities.

Juneteenth Freedom Day Float House Competition & Self Guided Culture Tour
The self guided culture tour includes Juneteenth Freedom Day Float Houses and locations in Philadelphia that have been decorated to commemorate Juneteenth.

Juneteenth Special on 6abc
Philadelphia Juneteenth Freedom Day Float House Competition, Juneteenth Freedom Day March along 52nd Street and Philadelphia’s first Juneteenth Freedom Day Exhibit in Malcolm X Park will be spotlighted during a special production to air on 6abc Sunday, June 20th at 12:30PM EST. Additionally, the special will include remarks from Juneteenth partners reflecting on historical importance of holiday and expressing support for Philadelphia as the Official City for the nation’s annual Juneteenth celebration.

Vendors Marketplace (page 8)
The full listing of vendors can be found online at JuneteenthPhilly.org. Some vendors will be at Malcolm X Park from 11am - 3pm on Saturday, June 19 following the March.
Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. Juneteenth is the only holiday that commemorates the abolition of slavery; more specifically the emancipation of enslaved Africans throughout the United States of America.

Pennsylvania and Philadelphia now permanently recognize Juneteenth, as a state and city holiday. Governor Tom Wolf on Wednesday, June 19, 2019 signed legislation designating June 19 as Juneteenth National Freedom Day in Pennsylvania.

Due to the COVID-19 pandemic, the 2020 Juneteenth Parade and Festival was canceled. However, Mayor James F. Kenney did move forward with signing an executive order on June 16, 2020 designating Juneteenth as an official city holiday, closing city offices and facilities to the public to observe Juneteenth for 2020. Additionally, a Juneteenth virtual celebration was held on zoom and a special aired on 6abc.

In 2021, the Philadelphia Mayor signed an executive order designating June 19 of every year a holiday for all City employees and shall be treated as such in accordance with the applicable Civil Service regulations and Administrative Board rules.
PHILADELPHIA

LARGEST JUNETEENTH CELEBRATION IN THE NATION

2019 IMPACT

- More than 25,000 youth, seniors, residents, community organization & families

- 130+ vendors and local businesses grossed more than $500,000 in revenues in a single day

- Televised special broadcast by 6abc reached more than 55,000 area residents

- Over 2,000 parade participants marched in parade expanding 1.5 miles long

25,000+ ATTENDEES

www.juneteenthphilly.org
EXPANSION GOALS

1. **Promote Philadelphia as the “Mecca” for Juneteenth Celebrations across the nation**

2. **Generate tourism dollars** for the region by making Philadelphia the Premier attraction for celebrating Juneteenth

3. **Mobilize people across the political spectrum** around making Juneteenth a national holiday

4. **Create an epicenter** for grassroots people to exchange ideas regarding effective community organizing
FREEDOM DAY
Float House
TOUR GUIDE

SHOPRITE
2900 ISLAND AVE
PHILADELPHIA, PA 19153

GLOBAL LEADERSHIP ACADEMY
5200 PINE STREET
PHILADELPHIA PA 19143

LOCAL HOMES
36 S. 69TH STREET
UPPER DARBY, PA 19082

6 S. 53RD STREET
PHILADELPHIA, PA 19139
The Juneteenth Vendors Marketplace has traditionally attracted hundreds of black businesses and nonprofits from across Philadelphia and the country, stimulating millions in revenue for the region. While we are only able to accommodate at 10% capacity for vendors in person, Juneteenth will use its platform to drive business to vendors websites and storefronts. All participating vendors are asked to offer special Juneteenth discounts and promotions from June 19 - 20, 2021.

Click on the business name to go to their website!

All American Home Care
Billy's Journey LLC
Black Classical Academy
Black Men Heal
BrownSken Clothing Line LLC
Get Fresh Daily
Gynger Tea
Omega Psi Phi Fraternity Inc
PA Professional Image Alliance
People Embracing Care
Power of Paint Art Academy
The Urban League of Philadelphia
TRUNC "Rooted In The Cycle of Life"
YouthBuild Philadelphia Charter School
CARE
COMMUNITY
CULTURE
COMPASSION
COURAGE
Community

Rivers Casino Philadelphia is proud to be a sponsor of the Juneteenth Freedom Day Parade and Cultural Celebration and celebrates Juneteenth with the Black Community of Philadelphia.

Gambling Problem? Call 1-800-Gambler.
OUR COMMITMENT TO EQUITY

Children’s Hospital of Philadelphia is committed to tackling the public health crisis of racism and ensuring all children receive the healthcare they deserve. Through our Diversity Council, Office of Diversity and Inclusion, and newly created Center for Health Equity, we will continue to identify areas we need to address and take action.

Learn more at chop.edu/diversity&inclusion.

Children’s Hospital of Philadelphia
Hiring
Home Health Aides and Caregivers

$350.00 Sign on Bonus recurring every year
Free Health Insurance
10k Life Insurance
401k Plan
Vacation / PTO
Paid Holidays
Scrubs, gloves, masks, sanitizers, company ID badge

Call! 267-957-0600
All American
"Exceptional Home Care"
www.peopleembracingcare.com

PEOPLE EMBRACING CARE

Waiver & Pediatric Services Approved
Companion & Home Health Services

Choose Your Own Caregiver
Licensed in 5 Counties

"When taking care of your loved ones means the most
Explore Your Options
Call Today
Toll-Free 1-814-531-6127
Let’s get back to riding together

Start your bike share journey this holiday at the newest Indego station at Malcolm X Park!

Sign up today and use promo code INDE1865 to get your first 30 days of unlimited 1-hour rides for $10 or just $4 with a valid Pennsylvania ACCESS card.

Scan the QR code to download the Indego app or visit rideindego.com to purchase a pass.
18-20? Ready to change your life?

GET #YBREADY. APPLY TODAY.
YOUTHBUILDPHILLY.ORG | 215-627-8671 EXT. 2
ADMISSIONS@YOUTHBUILDPHILLY.ORG

@YOUTHBUILDPHL

Learn a trade, earn a diploma, connect with employers & colleges.
JUNETEENTH
COOKOUT + HANGOUT | A GET FRESH DAILY EXPERIENCE
SATURDAY, JUNE 19 | 10AM-3PM | 52nd & Pine
Across from Malcolm X Park

100% Plant-Based. 100% Free. 100% Fun.

10AM
SUN SALUTATIONS
WITH ADRIANA ADELE

11AM
READ ALONG FOR CHILDREN
WITH STACEY WOODSON

12PM
100% PLANT-BASED COOKOUT
FIRST COME, FIRST SERVED

1PM
FACEPAINTING
BY LATONIA BROWN

2PM
AFROVIBES
WITH RASAQ LAWAL

THANK YOU TO OUR SPONSORS + PARTNERS

GETFRESHDAILY.ORG | @GETFRESHDAILY
Urban League Services

**Housing Counseling**
- HUD Certified Counselors
- First-time Homeowner programs
- Financial Literacy
- Rental Counseling & Eviction
- Mortgage Default & Foreclosure

**Youth Education**
- College Scholarship
- College & Career Readiness
- Leadership training for over 3700 K-12 students
- Corporate/Nonprofit Leadership Development

**Career Services**
- Job readiness coaching
- Industry-driven training
- Career Counseling
- IT Certification
- Job Placement
- Out4Good Reentry Program

**Social Justice Advocacy**
- Voting Rights/Census
- Criminal Justice Reform
- Family-Sustaining Wage
- Education Advocacy
- DEI Training

**Entrepreneurship**
- 1-on-1 coaching
- Access to capital
- Start Up & Growth
- Business Development
- Youth Entrepreneurship Training

**Health & Wellness**
- Health education & prevention (Immunization & COVID-19)
- Healthy children and families

An affiliate of the National Urban League, The Urban League of Philadelphia is a nonpartisan civil rights organization that has empowered African Americans and other underserved communities for more than a century. Through housing, employment, entrepreneurship, youth development, health and wellness and advocacy, we impact more than 15,000 children, youth and families a year in the greater Philadelphia region.
THANK YOU
2021 PARTNERS & SPONSORS

PHILADELPHIA FOUNDATION