



RESOURCE GUIDE

CELEBRATING JUNETEENTH

Juneteenth (also known as Freedom Day, Jubilee Day or Emancipation Day) is a day to honor and celebrate liberation and resilience.

It was on June 19, 1865 that all Americans became free from slavery (despite the Emancipation Proclamation occurring two years prior). Today, the holiday is about celebrating Black culture, history and life and bringing people together to honor all those who fought for the rights and privileges we hold today. Juneteenth also gives us the opportunity to support, appreciate and educate through a host of activities.

To follow are some suggestions for how to celebrate Juneteenth this year.

JOIN AN EVENT IN YOUR COMMUNITY

Many communities celebrate Juneteenth with parades, street fairs, and commemorative events. While the pandemic has shifted the way we celebrate, many events are proceeding in-person this year, along with a virtual component. Cities like [Atlanta](#), [Los Angeles](#), [New York City](#), [San Antonio](#), [St. Louis](#), [Minneapolis](#), and [Philadelphia](#) already have information on how to join the festivities (while abiding safety guidelines). Check your local news outlets and community websites for events in your area.

HOST YOUR OWN CELEBRATION

If there aren't events in your area, or you'd prefer to avoid large crowds, think about hosting at home instead. Display a [Juneteenth yard sign](#) to welcome guests and show your support. Gather family and friends to live stream a [Juneteenth Music Festival](#) or YouTube's [2021 Juneteenth Symposium: Celebrating Black Joy, Hope, and Healing](#) to tap into the cultural significance of the day.

If you're inspired to cook, check out the [Sweet Home Café Cookbook](#) featuring traditional favorites and a Juneteenth-inspired menu. Most Juneteenth meals include something red (think tomatoes, red beans, strawberry soda or cherry lemonade) to represent the resilience of the enslaved. If cooking isn't your thing, consider ordering from a Black-owned



restaurant instead. Apps like [EatOkra](#) can help you find and bookmark Black-owned restaurants in major cities and metropolitan areas.

HELP MAKE JUNETEENTH A NATIONAL HOLIDAY

In 2016, Opal Lee, a 94-year-old Texan, started a walking campaign and [petition](#) to Congress to make Juneteenth a national holiday. While 47 states (minus Hawaii, North Dakota and South Dakota) have acknowledged Juneteenth as a day of observance, it's still not a federal holiday. Currently, the petition has more than 1.6 million signatures. You, too, can bring more attention to this cause by signing and sharing the appeal.

SUPPORT BLACK-OWNED BUSINESSES

Treat yourself and support Black-owned businesses on Juneteenth and beyond. The [US Chamber of Commerce](#) offers a list of Black-owned small business directories, such as the [Black Business Green Book](#)—an online directory searchable by state or retail category (e.g., media, health and wellness, food and drink, art and photography). [Good Housekeeping](#) weighs in on 50+ Black-owned business to shop now and forever, and [Etsy](#) showcases one-of-a-kind creations from Black sellers in its community. You may also be interested in supporting [brands and companies](#) that honor or recognize Juneteenth in a meaningful way.

EXPLORE A MUSEUM OR EXHIBIT DEDICATED TO BLACK CULTURE

Immerse yourself in Black art and culture at the [Studio Museum](#) in Harlem, the [National Museum of African American History and Culture](#) in Washington, D.C., the [National Civil Rights Museum](#) in Memphis, or the [Northwest African American Museum](#) in Seattle, to name a few. These museums have virtual components, and online exhibits also abound, such as the New York Public Library's [Digital Schomburg](#), the National Women's History Museum's [Standing Up for Change](#), and Google's [Black History and Culture](#).

VOLUNTEER IN VOTER REGISTRATION

The ability to cast a ballot that will be counted is a fundamental freedom that protects our essential rights as Americans. As we celebrate freedom on Juneteenth, consider getting involved with organizations like [Rock the Vote](#), [HeadCount](#), and [Fair Fight](#) that need volunteers to spread awareness about voting rights and the importance of voting at a local, state and national level.

REFLECT ON THE OFFICIAL JUNETEENTH POEM

WE ROSE

From Africa's heart, we rose
Already a people, our faces ebon, our bodies lean,
We rose
Skills of art, life, beauty and family
Crushed by forces we knew nothing of, we rose
Survive we must, we did,
We rose
We rose to be you, we rose to be me,
Above everything expected, we rose
To become the knowledge we never knew,
We rose
Dream, we did
Act we must

By Kristina Kay

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