



Greetings from the Juneteenth Celebration 2018 Committee!

Juneteenth is an American holiday that commemorates the June 19, 1865 announcement of the abolition of slavery throughout the former Confederacy of the southern United States by celebrating the joys of liberty, educating the community, and promoting positive cultural interaction. This year, Jacksonville will see its first annual Juneteenth Celebration!

The Praise 107.9 James Weldon Johnson Juneteenth Celebration kicks off Saturday, June 16th & Sunday, June 17th and offers a weekend full of *Celebrating Freedom*. **We invite you to take advantage of this opportunity and become a sponsor of the Juneteenth Celebration 2018.** As a sponsor, you will have a wonderful opportunity to elevate your brand and customer base through massive exposure to thousands of potential customers.

A Jacksonville native, James Weldon Johnson was an author, educator, lawyer, diplomat, songwriter, and civil rights activist who would become the first black man admitted to the Florida Bar Association. He was appointed to serve as U.S. Consul in Venezuela and Nicaragua by President Theodore Roosevelt. He would later become the operating officer of the National Association for the Advancement of Colored People (NAACP) from 1920 – 1930 and in 1934 was the first African-American professor to teach at New York University. The James W. Johnson Juneteenth Celebration fits well with the United Nation's theme for 2018: The International Year for People of African Descent.

During the June 16 & 17 weekend event, over 4,000+ expected attendees will experience a wide variety of activities, entertainment options, and educational experiences. Some of the area's most respected and sought after artists, entertainers, businesses, radio personalities and community leaders have already joined this first annual event. From live music to merchandise vendors and kids zone to food trucks, this celebration offers fun and education for the whole family! Partial event proceeds will benefit the Jacksonville student community scholarship funds.

On behalf of the Praise 107.9 James W. Johnson Juneteenth Celebration 2018, we sincerely thank you for considering to join us in celebrating African American heritage and culture as an Event Sponsor!

For more information please contact Eddie Malone (904) 810-8535 or Sara Garcia-Malone (904) 829-4502, or email sara@lifestyleeventsmgt.com.