

# C E L E B R A T E JUNETEENTH

Welcome To Juneteenth,

We are delighted to have this amazing opportunity to invite you to the first ever **Juneteenth Online Festival Portal**, that will be available from June 19-June 28, 2020 online featuring workshops, seminars, entertainment, exhibitors and all the happenings at the Juneteenth Festival plus more features online for the world to see so we will maximize your opportunities. We will also have informative community forums and seminars for people information all day at the park and for a full week online so everyone can learn how they can create a better life for their future and for the future of generations to come.

RW Media and Black Expo Events along with Today's Times Newspaper invite you the most spectacular celebration of opportunity and unity ever presented to honor the true meaning of Juneteenth a time when America recognizes the end of slavery. This year the first ever Juneteenth Online Festival will host the concerts, the music, the exhibit booths, workshops, seminars and interactive fun all online. It's just like being in the park, but even more exciting! Just login from June 19 until June 28 for 24 hours of fun, information, news, and resources. Take a look at our Concert Channel for performances by the superstars of music; our Gospel Channel; Hip Hop Channel; Jazz Channel; Blues Channel and R&B Channel will feature even more music from a variety of artists.

Plus, visit our Juneteenth Festival Expo where corporations, companies and business owners actually have exhibit booths for you to peruse to find jobs, homeownership, health resources, business opportunities, and share your ideas and concepts.

People will follow the Exhibit Booth link to a Profile Page, then to their web presence and to their purchase pages if you are looking to buy items. The Juneteenth Online Festival is the most efficient and appropriate way to continue to promote and stay community engaged with the African American community worldwide so you will maintain a presence to distribute your goods, service and products while sustaining your brand.

Education and opportunities are vision of hope that we must bring our people and especially our young future leaders. Our community is built on the continued success and brilliance so that everyone can embrace the Freedoms that Blacks and others have fought for and many have died to deliver so that Juneteenth was able to come into fruition and make slavery of the mind and body only a historic account of what should never happen again.

Take part in the Official Juneteenth Festival Online and become part of the most innovative and exciting celebration of opportunity and unity ever. Call 916 477-0157 to reserve your Sponsorship, Exhibit Booth and Brand Building opportunity.

Dr. Rick Warren, CEO/Founder



## This Is How Effective The Online Expo Is For You



**Booth Space:** A Beautifully Designed Exhibit Booth That Looks Exactly Like Your Company!

We Then Build Your Profile Page So When The Visitor Goes To Your Booth It Automatically Opens!

- **Profile Page:**

**Economic Empowerment Center**

The Economic Empowerment Center (EEC) of the Greater Charlotte Urban League Public established recently entrepreneurs utilize the necessary management skills that will enable them to take advantage of new business opportunities and qualify for financing that will lead to higher levels of business growth. EEC works with various public and nonprofit resources to build strong, sustainable and successful minority businesses.

The core training program of the EEC is the African American Business Development Program (AABDP). AABDP is a comprehensive 6-month program designed to address professional business issues and to help minority entrepreneurs that have created the business.

The mission of the AABDP is to identify, develop, and assist minority-owned businesses who are unmet and underserved to address community challenges in Greater Charlotte. The goal of AABDP is to create an environment where underserved owners are challenged to explore new business concepts and opportunities that will create sustainable companies that benefit the community through economic growth and job creation. Through this environment, the program will attract and support the growth of African American-owned and operated businesses and create opportunities for members of the underserved community.

**Program Benefits**

- To enhance the skills business owners need to expand and grow successful businesses.
- To increase the number of African American-owned mid-sized firms.
- To foster an environment that is friendly to growing the number of local African American firms that have more than one employee.
- Participate in thought-provoking, interactive learning activities.
- Gain a broader perspective of community issues and their impact upon the quality of life for African Americans in Greater Charlotte.
- Have an opportunity to participate in solving problems which affect the community.
- Expand distribution of networks and contacts.
- Receive desired recognition and prestige as a community leader making substantial contributions to the quality of life in Greater Charlotte.

**Success Story**

**In 2012**  
**45 Jobs Created / 134 Retained**  
**\$7,492,863.00 of Capital Infused**  
**350 New Contracts Generating**  
**\$66,768,633.00 in Revenue**

- **Link To Your Web Presence:**

We Will Work With You To Connect Visitors To Each Of Your Social Media Sites, (i.e. Websites, Facebook, Instagram, LinkedIn, etc.) This Is How We Maximize Your Presence To Our Online Attendees Bringing You A New Audience That Is Now Familiar With You.

- **Point Of Purchase:**

Juneteenth Expo Attendees Can Then Follow The Next Link To Make An Order, Purchase Or Set Up An Appointment! The Festival Is The Number One Opportunity To Gain Exposure To New Customers And Clients That Are Enjoying The Largest African American Focused Online Event In The Nation!



# VIRTUAL TRADE SHOW BENEFITS

Exhibitors and event marketing professionals everywhere are championing virtual trade shows for their relatively low costs and substantial ROI. Here's why. The ability to generate qualified leads directly from your office without having to run up expensive travel bills makes virtual trade shows extremely attractive. Lower barriers to entry also mean that virtual trade shows attract more diverse exhibitors and attendees, creating massive online audiences for companies to share their innovations with. Let's take a look and discuss why you should participate, support and be a critical Juneteenth Online Festival virtual trade show.

## **Event hosts and exhibitors save on resources**

You guessed it... more money in your pocket! Virtual trade show events mean hosts and/or exhibitors can save a ton of money on travel, lodging, promotional items, and other costly expenses typically associated with trade shows. The reduced cost of virtual exhibiting allows many more exhibitors to participate, which increases the value of the trade show itself.

## **Virtual events bring more attendees (a.k.a. qualified leads).**

The larger pool of exhibitors is only surpassed by the even larger increase in attendees. Virtual conferences are easier for attendees to join because there is no travel involved (particularly international) and there is no minimum space requirement, so you can fit as many as you'd like. Come one, come all, from the comfort of your laptop or smartphone. The best part? Online trade shows and exhibitions allow you to track those self-qualified leads in the following manner.



**Big data captures information you just can't get at physical events** At virtual conferences or virtual exhibitions, reporting and analytics track every move attendees make. You know how they came, where they went, what they did, with whom they chatted, what they tweeted, which videos they watched, etc. On the lead nurturing front, you can even run analytics on content located in the event. By knowing how many attendees viewed and/or downloaded a piece of collateral, you can tailor your future content and conversations around the content that your qualified leads found valuable. As hyper-personalization in virtual events becomes the norm, this data will contribute to your follow-up strategy, giving high-value content and personalized CTAs based on specific user's interest. Historically, this data has been virtually impossible to track. Now, the aforementioned lead data collected at virtual trade shows can actually be collected and redistributed for all exhibitors. The data compiled is readily available to all of the exhibitors involved, which allows for smooth lead capture if you are using the right virtual trade show platform.



**Virtual trade shows give exhibitors increased exposure.**

Virtual events and virtual trade shows have longer lifespans than their physical counterparts. What does that mean? Where a physical conference might last 1-2 days, a virtual conference can have as many live days as you'd like. Not only can you go live longer, we can also leave the event on-demand for 30, 60, 90 days, or opt for permanent access to booths, presentations, documents, videos, etc. Here's why that's important. Permanent access to your virtual exhibition online will create residual SEO juice for your brand and generate a substantial amount of leads long after the doors to a physical trade show would have closed. Now that's just good business and great community engagement.



## **Various forms of media enhance the sales experience**

What's the fundamental goal of virtual trade shows? It is to allow for the same type of interaction that is available at traditional trade shows without the high costs of travel and purchasing trade show booths. Virtual trade shows often integrate instant messaging, seminar technologies, podcasting, and other means of communication into a single, smooth operating environment.

Online shopping statistics show us that companies with strong omnichannel engagement retain 89% of their customers. For this reason, virtual trade shows are becoming one of the most popular ways for companies to communicate their messages quickly and effectively, exhibiting their innovations to mass online audiences.

## **Attendees and exhibitors engage at an unprecedented rate**

I can almost hear your thinking “...*but my attendees want to network with other attendees and exhibitors!*” However, this common misconception couldn't be further from the truth. Virtual trade shows actually make it easier for attendees to interact with each other and sponsors. Attendees can now create their own online profiles, interact in event-wide group chats, and engage in value-packed conversations with other participants. Additionally, electronic business cards can be swapped with just a keystroke. The virtual trade show is a growing tool in the marketing and training arsenal. Although physical exhibitions may never go extinct, reliable virtual trade show platforms make it easier than ever to extend your web of industry contacts and gain more qualified leads, all while effectively improving your company's bottom line.



# **This Is Your Opportunity To Be Involved**

## **Level 1-\$1500.00**

- An Online Exhibit Booth on our prime VIP Exhibitor's Channel that will boost your presence to 1.1 million people per day.
- Online you can have a workshop presentation delivered as a recorded session for people to attend throughout the duration of the online Festival.
- We will create a Profile Landing Page for you that will introduce you to our attendees so they can learn more about you and follow links to your website.
- A link to your webpage will be established to take people to all of your web presences.
- Over 40,000 posters, flyers and invitations will have your logo as we distribute throughout the communities.
- You will have four banner ads online.
- You will have a full page ad in the online and printed version of Today's Times Newspaper.

## **Level 2: \$850.00**

- An Online Exhibit Booth on our prime VIP Exhibitor's Channel that will boost your presence to 1.1 million people per day.
- Online you can have a workshop presentation delivered as a recorded session for people to attend throughout the duration of the online Festival.
- We will create a Profile Landing Page for you that will introduce you to our attendees so they can learn more about you and follow links to your website.
- A link to your webpage will be established to take people to all of your web presences.
- Over 40,000 posters, flyers and invitations will have your logo as we distribute throughout the communities.
- You will have two banner ads online.
- You will have a full page ad in the online and printed version of Today's Times Newspaper.

## **Level 3: \$650.00**

- An Online Exhibit Booth on our prime VIP Exhibitor's Channel that will boost your presence to 1.1 million people per day.
- We will create a Profile Landing Page for you that will introduce you to our attendees so they can learn more about you and follow links to your website.
- A link to your webpage will be established to take people to all of your web presences.
- Over 40,000 posters, flyers and invitations will have your logo as we distribute throughout the communities.
- You will have one banner ads online.
- You will have a half page ad in the online and printed version of Today's Times Newspaper.

# The History And The Future Of Juneteenth

**Juneteenth is the oldest known celebration commemorating the ending of slavery in the United States.** Dating back to 1865, it was on **June 19<sup>th</sup>** that the Union soldiers, led by **Major General Gordon Granger**, landed at **Galveston, Texas** with news that the war had ended and that the **enslaved were now free**. Note that this was **two and a half years after** President Lincoln's **Emancipation Proclamation** - which had **become official January 1, 1863**. The Emancipation Proclamation had little impact on the Texans due to the minimal number of Union troops to enforce the new **Executive Order**. However, with the **surrender of General Lee in April of 1865**, and the **arrival of General Granger's regiment**, the forces were finally strong enough to **influence and overcome the resistance**.

Later attempts to explain this **two and a half year delay** in the receipt of this important news have yielded **several versions** that have been handed down through the years. Often told is the story of a messenger who was **murdered** on his way to Texas with the news of freedom. Another, is that the news was **deliberately withheld** by the enslavers to maintain the labor force on the plantations. And still another, is that federal troops actually waited for the slave owners to reap the benefits of **one last cotton harvest** before going to Texas to enforce the Emancipation Proclamation. All of which, or neither of these version could be true. Certainly, for some, **President Lincoln's authority** over the rebellious states was in question For whatever the reasons, conditions in Texas **remained status quo** well beyond what was statutory.

## **General Order Number 3**

One of General Granger's first orders of business was to read to the people of Texas, **General Order Number 3** which began most significantly with:

*"The people of Texas are informed that in accordance with a Proclamation from the Executive of the United States, all slaves are free. This involves an absolute equality of rights and rights of property between former masters and slaves, and the connection heretofore existing between them becomes that between employer and free laborer.*

The **reactions to this profound news** ranged from pure **shock** to immediate **jubilation**. While many lingered to learn of this new employer to employee relationship, many left before these offers were completely off the lips of their former 'masters' - attesting to the varying conditions on the plantations and the realization of freedom. **Even with nowhere to go**, many felt that leaving the plantation would be their first grasp of freedom. North was a logical destination and for many it represented true freedom, while the **desire to reach family members in neighboring states** drove the some into Louisiana, Arkansas and Oklahoma. Settling into these new areas as free men and women brought on new realities and *the challenges of establishing a heretofore non-existent status for black people in America.* Recounting the memories of that great day in June of 1865 and its festivities would serve as motivation as well as a release from the growing pressures encountered in their new territory. The celebration of **June 19<sup>th</sup>** was coined "**Juneteenth**" and grew with more participation from descendants. **The Juneteenth celebration was a time for reassuring each other, for praying and for gathering remaining family members.** Juneteenth continued to be highly revered in Texas

decades later, with many former slaves and descendants making an **annual pilgrimage back to Galveston** on this date.

### **Juneteenth Festivities and Food**

A range of activities were provided to entertain the masses, many of which continue in tradition today. **Rodeos, fishing, barbecuing and baseball** are just a few of the typical Juneteenth activities you may witness today. Juneteenth **almost always focused on education and self-improvement**. Thus, often **guest speakers** are brought in and the elders are called upon to recount the events of the past. **Prayer services** were also a major part of these celebrations.

**Certain foods became popular** and subsequently synonymous with Juneteenth celebrations such as **strawberry soda-pop**. More traditional and just as popular was the barbecuing, through which Juneteenth participants could **share in the spirit** and aromas that their ancestors - the newly emancipated African Americans, would have experienced during their ceremonies. Hence, the **barbecue pit** is often established as the **center of attention** at Juneteenth celebrations. Food was abundant because everyone prepared a *special* dish. Meats such as lamb, pork and beef which not available everyday were brought on this special occasion. A true Juneteenth celebrations left visitors well satisfied and with enough conversation to last until the next.

**Dress was also an important element in early Juneteenth customs** and is often still taken seriously, particularly by the direct descendants who can make the connection to this tradition's roots. **During slavery there were laws on the books in many areas that prohibited or limited the dressing of the enslaved**. During the initial days of the emancipation celebrations, there are accounts of former slaves **tossing their ragged garments** into the creeks and rivers to **adorn clothing** taken from the plantations **belonging to their former 'masters'**.

### **Juneteenth and Society**

In the early years, little interest existed outside the African American community in participation in the celebrations. In some cases, there was **outwardly exhibited resistance by barring the use of public property for the festivities**. Most of the festivities **found themselves out in rural areas** around rivers and creeks that could provide for additional activities such as **fishing, horseback riding and barbecues**. **Often the church grounds was the site for such activities**. Eventually, as African Americans became land owners, land was donated and dedicated for these festivities. One of the earliest documented land purchases in the name of Juneteenth was organized by **Rev. Jack Yates**. This fund-raising effort yielded \$1000 and the purchase of **Emancipation Park in Houston, Texas**. In **Mexia**, the local Juneteenth organization purchased **Booker T. Washington Park**, which had become the Juneteenth celebration site in 1898. There are accounts of Juneteenth activities being interrupted and halted by white landowners demanding that their laborers return to work. However, it seems most allowed their workers the day off and some even made donations of food and money. **For decades these annual celebrations flourished**, growing continuously with each passing year.

## **Juneteenth Celebrations Decline**

**Economic and cultural forces provided for a decline in Juneteenth activities and participants beginning in the early 1900's.** Classroom and textbook education in lieu of traditional home and family-taught practices stifled the interest of the youth due to **less emphasis and detail on the activities of former slaves.** Classroom text books proclaimed Lincoln's Emancipation Proclamation of January 1, 1863 as the date signaling the ending of slavery - and **little or nothing on the impact of General Granger's arrival on June 19<sup>th</sup>.** The Depression forced many people off the farms and into the cities to find work. In these urban environments, employers were less eager to grant leaves to celebrate this date. Thus, **unless June 19<sup>th</sup> fell on a weekend or holiday, there were very few participants available.** July 4<sup>th</sup> was the already established Independence holiday and a rise in patriotism steered more toward this celebration.

## **The Resurgence**

**The Civil Rights movement of the 50's and 60's yielded both positive and negative results for the Juneteenth celebrations.** While it pulled many of the African American youth away and into the struggle for racial equality, many linked these struggles to the historical struggles of their ancestors. This was evidenced by student demonstrators involved in the Atlanta civil rights campaign in the early 1960's, whom wore Juneteenth freedom buttons. **Again in 1968, Juneteenth received another strong resurgence through Poor Peoples March to Washington D.C..** Rev. Ralph Abernathy's call for people of all races, creeds, economic levels and professions to come to Washington to show support for the poor. **Many of these attendees returned home and initiated Juneteenth celebrations in areas previously absent of such activity.**

## **Texas Blazes the Trail**

**On January 1, 1980, Juneteenth became an official state holiday** through the efforts of **Al Edwards**, an African American state legislator. The successful passage of this bill marked Juneteenth as the first emancipation celebration granted official state recognition.

**Edwards has since actively sought to spread the observance of Juneteenth all across America.**



# Here Is Why Juneteenth Is So Important

## Juneteenth In Modern Times

Today, Juneteenth is enjoying a **phenomenal growth rate** within communities and organizations throughout the country. Institutions such as the **Smithsonian**, the **Henry Ford Museum** and others have begun **sponsoring Juneteenth-centered activities**. In recent years, a number of local and national



Juneteenth organizations have arisen to take their place alongside older organizations - all with the mission to **promote and cultivate knowledge and appreciation of African American history and culture**.

Juneteenth today, **celebrates African American freedom and achievement**, while encouraging **continuous self-development and respect for all cultures**. As it takes on a **more national, symbolic and even global perspective**, the events of 1865 in Texas are not forgotten, for **all of the roots tie back to this fertile soil from which a national day of pride is growing**.

The **future of Juneteenth looks bright** as the number of cities and states creating Juneteenth committees continues to increase. Respect and appreciation for all of our differences grow out of exposure and working together. Getting involved and supporting Juneteenth celebrations creates new bonds of friendship and understanding among us. This indeed, brightens our future - and that is the *Spirit of Juneteenth*.

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