

JUNETEENTH

W E E K E N D

A T L A N T A

**FREEDOM
LIVES HERE**

A WEEKEND OF
UNITY, JOY &
LIBERATION

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& MUCH MORE!



FREEDOM STAGE

ONE PEOPLE
ONE PURPOSE
ONE FUTURE

A Celebration of
CULTURE, COMMUNITY & FREEDOM

JUNE 19TH - 21ST

PIEDMONT PARK • ATLANTA, GEORGIA



JuneteenthATL.com



FreedomFestATL.com



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JUNETEENTH

The meaning, the movement, the moment.

JUNETEENTH IS MORE
THAN A DAY—IT'S A

DECLARATION.
A REMEMBRANCE.
A CELEBRATION.

It marks the enduring
spirit of a people who
turned resilience into
revolution and built
communities rooted in
pride, unity, and purpose.

“
*A celebration
of freedom,
resilience,
culture, and
community.*
”



THE SPIRIT LIVES HERE

From the first
emancipation in Texas
to a global celebration
of Black excellence,
Juneteenth represents
our past, fuels our
present, and inspires
our future.

WE REMEMBER.
WE CELEBRATE.
WE MOVE FORWARD.



OUR REMEMBRANCE

We honor the ancestors,
acknowledge the struggle,
and teach the truth.
We carry their legacy
with pride and purpose:



OUR COMMUNITY

We are stronger together.
Juneteenth builds unity
across neighborhoods,
generations, and
backgrounds.



OUR CULTURE

Our music. Our art.
Our dance. Our stories.
Our culture is not just
celebrated—it's elevated.



OUR FUTURE

We empower tomorrow
by investing in our youth,
our dreams, and our
collective freedom.

“
*From remembrance to renaissance,
Juneteenth in Atlanta brings people together across generations.*
”

ONE PEOPLE. ONE PURPOSE. ONE FUTURE.



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FESTIVAL WEEKEND



Three days of culture, joy, and community.



FRIDAY • JUNE 19 KICKOFF ENERGY

We launch the weekend with high energy performances, live music, and powerful community vibes. The stage is set for an unforgettable celebration of freedom, culture, and unity.

MUSIC • CULTURE • COMMUNITY



SATURDAY • JUNE 20 PARADE & FESTIVAL EXPERIENCES

The streets come alive with our signature parade, followed by a full day of live performances, art, food, and interactive experiences for all ages.

PARADE • MUSIC • FOOD • ART • FAMILY



SUNDAY • JUNE 21 WELLNESS & FATHER'S DAY

A day of restoration and celebration. Wellness activations, mindful movement, and special Father's Day tributes honor the strength, love, and legacy of our community.

WELLNESS • FATHERHOOD • ART • COMMUNITY



MUSIC



CULTURE



COMMUNITY



FAMILY



FOOD



EXPERIENCES



PIEDMONT PARK, ATLANTA, GEORGIA

Freedom Fest is more than an event—it's a movement. Join thousands as we celebrate our heritage, uplift our community, and create memories that last for generations.

ONE PEOPLE. ONE PURPOSE. ONE FUTURE.



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2025



THE FESTIVAL

Where the city comes together.



Freedom Fest is more than an event—it's a destination. Set in the heart of Piedmont Park, Atlanta, this three-day celebration brings together thousands of people for unforgettable music, local flavor, cultural pride, and meaningful connection. It's a space to be free, be you, and belong.



JUNE 19TH–21ST



PIEDMONT PARK
ATLANTA, GEORGIA

LIVE MUSIC



Multiple stages. Iconic performers. Sounds that move the soul and the city.

COMMUNITY VENDORS



Support local. Shop Black-owned businesses and creatives from across the region.

FOOD & DRINKS



Savor the culture with delicious eats, refreshing drinks, and flavors from around the world.

FAMILY FUN



Kids' activities, games, workshops and fun for the whole family—all weekend long.

CULTURE & CONNECTION



Celebrate heritage. Share stories. Build community. Leave inspired.

ONE WEEKEND. ONE PURPOSE. ONE ATLANTA. BE PART OF THE MOVEMENT.



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THE PARADE

A moving celebration of Black history, pride, and power.

★ **FESTIVAL WEEKEND • JUNE 19TH–21ST** ★

THE HEARTBEAT OF JUNETEENTH IN ATLANTA.

From historic streets to vibrant communities, the **Juneteenth Atlanta Parade** brings our stories, culture, and legacy to life in a powerful display of unity and joy.

★ *Rhythm in the streets.*

Marching bands, drumlines, dancers, and sounds that move a generation.

★ *Legacy on display.*

Honoring our ancestors and heroes through pageantry, storytelling, and tradition.

★ *Community in motion.*

Families, organizations, creatives, and change-makers celebrating freedom—together.



**THIS IS MORE THAN A PARADE—
IT'S A DECLARATION.**

*Feel the energy. Witness the culture.
Be part of history in the making.*

We march. We celebrate. We are free.



★ **DOWNTOWN ATLANTA • GEORGIA** ★

A CELEBRATION OF CULTURE, COMMUNITY & FREEDOM



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5K FREEDOM RUN

*Run for wellness.
Move for community.*

Lace up and hit the streets of Atlanta for our signature **5K Freedom Run**—where health, heritage, and community come together in motion.



COMMUNITY RUN

Join thousands as we move together in celebration of freedom and unity.



FITNESS & UNITY

Promote wellness, strength, and connection—mind, body, and community.



ALL AGES WELCOME

Walk, jog, or run—this 5K is for everyone! Families, friends, and future leaders welcome.



FREEDOM IN MOTION

Every step honors our ancestors and paves the way for a healthier, stronger future.



A PART OF
JUNETEENTH WEEKEND
JUNE 19TH–21ST
PIEDMONT PARK • ATLANTA, GEORGIA

REGISTER. RUN. CELEBRATE FREEDOM.
MORE DETAILS & REGISTRATION COMING SOON!



HEALTH CLINIC

Care, wellness, and resources for the community.

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YOUR HEALTH.
OUR COMMUNITY.
OUR FUTURE.



At Freedom Fest, we believe freedom includes access to **health, healing, and hope**. Visit the Health Clinic for screenings, support, and resources to help you and your family live well—today and every day.

OPEN ALL WEEKEND

JUNE 19TH—21ST

PIEDMONT PARK • ATLANTA, GA

No Cost • No Insurance Needed



SCREENINGS

- ✓ Blood Pressure
- ✓ Blood Glucose
- ✓ BMI & Health Risk
- ✓ And More



RESOURCES

- ✓ Health Education
- ✓ Insurance Assistance
- ✓ Community Referrals
- ✓ Local Support Services



WELLNESS

- ✓ Mental Health Support
- ✓ Stress Management
- ✓ Fitness & Nutrition Tips
- ✓ Mind + Body Balance



COMMUNITY CARE

- ✓ Family Support
- ✓ Children's Health Info
- ✓ Senior Wellness
- ✓ Building Healthier Futures



TOGETHER, WE BUILD A HEALTHIER ATLANTA.

Peachtree TV

W IGO
Atlanta



ATLANTA
PUBLIC
SCHOOLS



Georgia
NAACP

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JUNE 19TH—21ST

PIEDMONT PARK • ATLANTA, GEORGIA

MEN'S MENTAL HEALTH MONTH

Healing, brotherhood, and real conversation.

THE MIND STUDIO x FREEDOM FEST



THE MIND
STUDIO

REAL TALK
REAL HEALING
REAL MEN

At Freedom Fest, we honor the strength in vulnerability and the power in community. This Men's Mental Health Month, we create space for honest dialogue, healing, and growth—because strong minds build strong futures.



REAL TALK

Open conversations about stress, anxiety, trauma, purpose, and everything in between.



WELLNESS

Mindfulness sessions, breathwork, fitness activations, and tools for mental & physical well-being.



RESOURCES

Connect with mental health professionals, local programs, and support services that make a difference.



BROTHERHOOD

Build real connections, support one another, and uplift the next man on his journey to wellness.

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FATHER'S DAY

Honor the fathers. Celebrate the legacy.

THIS JUNETEENTH WEEKEND,
WE HONOR THE MEN WHO LEAD,
LOVE, PROTECT, AND EMPOWER.

From the fathers who raised us
to the mentors who guide us—
your impact builds stronger
families and a stronger future.

THIS WEEKEND, WE ALSO
CELEBRATE FATHERS &
FATHER FIGURES.



FAMILY

The foundation of
our strength and
our freedom.



LEGACY

Passing down wisdom.
Building up the next
generation.



LOVE

Unconditional.
Unshakable.
Unstoppable.



CELEBRATION

Joy, unity, and
gratitude in every
moment together.



JOIN US FOR A WEEKEND OF
CULTURE, COMMUNITY & FREEDOM

JUNE 19TH – 21ST

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MAKE ATLANTA GREAT AGAIN

Culture. Community. Civic pride.

Make Atlanta Great Again is a movement rooted in love, built on unity, and driven by action.

We honor our past, celebrate our present, and invest in our future—together.



BUILD THE CITY

Support Black-owned. Invest local. Strengthen neighborhoods. Uplift our economy and create generational impact.



CELEBRATE THE CULTURE

Amplify our art, music, storytelling, and traditions. Our culture is our power. Our expression is our legacy.



MOVE THE COMMUNITY FORWARD

Lead with love. Serve with purpose. Create opportunities and build a stronger, more united Atlanta for all.



ONE PEOPLE. ONE PURPOSE. ONE FUTURE.

★ ★ JUNE 19TH – 21ST ★ ★

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— JUNETEENTH FESTIVAL WEEKEND —

TASTE OF ART

Art Show & Exhibition



WHAT IT IS

A vibrant showcase of Black creativity across mediums—painting, sculpture, photography, digital art, and more. Curated to celebrate culture, spark dialogue, and inspire the next generation of artists and art lovers.



WHAT TO EXPECT

- **LIVE ART:** Watch artists create in real time
- **FEATURED ARTISTS:** Local, national, and emerging talent
- **IMMERSIVE INSTALLATIONS:** Step into powerful, interactive experiences
- **FAMILY FRIENDLY:** Art-making stations and creative activities for all ages
- **ARTIST MARKETPLACE:** Shop original works and support Black creators



WHY IT MATTERS

Art is a form of freedom. It preserves our stories, reflects our truth, and shapes our future. When we invest in Black art, we invest in legacy, identity, and the power of possibility.

“Art is how we speak what words sometimes can’t.”



**JUNETEENTH
ATLANTA**
A LEGACY OF FREEDOM.
A FUTURE OF POSSIBILITY.

JUNETEENTH FESTIVAL WEEKEND

THE KULTURE

Streetwear Market

More than fashion—The Kulture is a movement. A curated marketplace celebrating streetwear, self-expression, and the entrepreneurs shaping culture from the ground up.

MARKET HIGHLIGHTS



EXCLUSIVE BRANDS
Shop limited drops and original pieces from independent designers and Black-owned labels.



SNEAKER CULTURE
Heat on feet and in conversation. From classics to next-gen kicks, we've got you.



ACCESSORIES & MORE
Hats, bags, jewelry, socks, and statement pieces that complete your fit.



CREATIVE ECONOMY
Support the hustle. Every purchase uplifts a dream and fuels the culture.

VENDOR MIX



- **APPAREL** Streetwear, vintage, graphic tees, and elevated basics.
- **FOOTWEAR** Sneakers, slides, boots, and custom kicks.
- **ACCESSORIES** Jewelry, eyewear, bags, headwear, and more.
- **LIFESTYLE** Home goods, books, art prints, and cultural collectibles.

THE VIBE



MUSIC



COMMUNITY



CULTURE

Good energy. Real people. Dope fits.
This is where community and creativity connect.



Come Thru. Shop Small.

Make a statement. Back our brands.
Wear your values.

#ShopBlack #SupportLocal #WearTheCulture



JUNETEENTH FESTIVAL WEEKEND

WHIP ADDICT

FOR THE CULTURE

CAR SHOW FOR THE CULTURE

More than horsepower. More than chrome. It's a celebration of creativity, craftsmanship, and community. From classic legends to modern masterpieces—our whips represent who we are and where we're going.

WHAT YOU'LL SEE



CUSTOM CARS

One-of-a-kind builds with custom paint, interiors, and details that set the standard.



LOWRIDERS

Hydraulics. Candy paint. Timeless tradition.



TRUCKS

Lifted. Lowered. Customized. Built to stand out.



BIKES

Two wheels. Big presence. Unlimited creativity.



BUGGIES

Off-road beasts made for the streets and the spotlight.



SHOW FEATURES



TROPHY CATEGORIES

Honoring the best in class, innovation, and old-school excellence.



COMMUNITY PRIDE

Builders, owners, and fans from across the city and beyond.



SOUND & STYLE

High-powered audio battles and head-turning presentations.



PHOTO MOMENTS

Capture the culture with content-worthy backdrops and magazine-ready rides.



CULTURE ON WHEELS



COMMUNITY

A space where passion meets purpose. All are welcome.



CONNECTION

Build relationships, share stories, and celebrate our culture.



EXPRESSION

Your vision. Your style. Your whip. Your voice.



LEGACY

Honoring the past. Driving the future. Leaving our mark.



ROLL IN. STAND OUT. REPRESENT.

THIS IS MORE THAN A CAR SHOW. IT'S A MOVEMENT.

JUNETEENTH FESTIVAL WEEKEND

SOLE EXCHANGE

Air Force One's Drive

GOOD KICKS. GREATER PURPOSE.

Sole Exchange is the official sneaker giveback activation of Juneteenth Festival Weekend—powered by **Air Force One's Drive**. We collect. We restore. We uplift.



**GIVE KICKS.
CHANGE LIVES.**

Your donated sneakers help someone step into opportunity.



the Sole Exchange
Air Force One's Drive



SNEAKER CULTURE MEETS COMMUNITY IMPACT



WHAT IT IS

Sole Exchange is a community shoe drive and restoration initiative that transforms gently worn sneakers into new opportunities. We collect donations at the festival and throughout the city to support youth, families, and those in need.



HOW IT WORKS

- **Donate:** Drop off new or gently worn sneakers at Sole Exchange bins.
- **Collect:** We gather and sort all donations.
- **Restore:** Our team cleans and preps sneakers for reuse.
- **Reuse:** Kicks are given to youth, students, and families—locally.



WHY IT MATTERS

Sneakers are more than style—they're confidence, opportunity, and expression. Sole Exchange helps remove barriers and puts people on their feet to walk into brighter futures.

**EVERY PAIR
HAS PURPOSE.**

Donate.
Inspire.
Uplift.



“ IT'S NOT JUST ABOUT THE SHOES.
IT'S ABOUT WHERE THEY TAKE YOU. ”



HELP 911

The Call After the Call

A personal injury concierge platform for what happens **after** 911.

Emergencies don't end when the sirens fade. HELP 911 connects you with the right help, right when you need it — so you can focus on healing, not the hassle.



WHAT IT SOLVES



Confusion

People do not know the next steps after an accident.



Fragmented Help

Lawyers, providers, and services are scattered and hard to find.



Slow Recovery

Delays cost time, money, peace of mind, and outcomes.



Massive Need

Every incident creates real downstream needs.

CORE SERVICES



Post-Accident Guidance

Step-by-step support so you know what to do and what to expect.



Legal Connections

Trusted attorneys ready to review your case and protect your rights.



Mental Health Support

Compassionate care for stress, anxiety, and trauma.



Chiro Care

Access to chiropractic care to support your recovery.



Mechanic Help

On-demand help to get your vehicle road-ready.



Rental Support

Rental assistance to keep you moving.



Live Human Help

Talk to a real person, 24/7. We're here.

WHY IT MATTERS



Smartphone-first behavior drives instant expectations.



Rising trust in guided, all-in-one platforms.



Growth in personal injury and recovery referrals.



Expansion across major cities continues.



VISIT OUR BOOTH

Meet the team. See the app. Learn how HELP 911 is the call after the call.



HELP 911

A COMMUNITY PARTNER COMMITTED TO CARE, CONNECTION & RECOVERY.





INFINITY WATER

Luxury Hydration Without Limits

Infinity Water is premium aluminum bottled water designed for hospitality, wellness, travel, and elevated everyday living.

PRODUCT LINE



SPRING WATER

Crisp, clean, and naturally balanced. Pure hydration from pristine sources.



SPARKLING WATER

Refined bubbles. A refreshing sparkle that elevates any moment.



ALKALINE WATER

pH balanced for a smooth, clean taste that supports your best self.

WHY IT FITS



PREMIUM ALUMINUM BOTTLES

Sleek, sustainable, and 100% recyclable. Designed to protect purity and elevate every experience.



WELLNESS FORWARD

Hydration that complements healthy lifestyles and daily rituals.



LUXURY-FIRST DESIGN

Modern, minimalist, and unmistakably premium. Made to be seen.



NO LIMITS MINDSET

Inspired by possibility. Crafted for those who live without limits.



WHERE YOU'LL SEE IT



HOSPITALITY – Boutique hotels, luxury resorts, VIP lounges, and fine dining.



WELLNESS – Spas, fitness studios, and holistic wellness spaces.



TRAVEL – Airlines, private jets, and premium travel experiences.



EVENTS – Curated events, festivals, and cultural celebrations.



ELEVATED LIFESTYLES – For those who choose quality in every detail.

REFRESH. REFOCUS. RISE WITHOUT LIMITS.

Infinity Water. Hydration that moves with you.

— ATLANTA • JUNE 19TH–21ST —

FOR THE FATHERS. FOR THE MEN. FOR THE MIND.

Men's Mental Health Month + Father's Day.

Strong men build strong communities. This Juneteenth, we honor the power of presence, the strength of vulnerability, and the freedom found in taking care of our minds.



THE MIND
STUDIO

Our Official Mental
Wellness Partner



ACTIVATION FOCUS



OPEN CONVERSATIONS

Real talk with leaders, therapists, and changemakers.



MENTAL WELLNESS RESOURCES

Access tools, screenings, and support services.



FATHERHOOD SUPPORT

Workshops, coaching, and resources for every stage.



MEN'S MENTAL HEALTH MONTH

Raising awareness. Breaking stigma. Building freedom.



COMMUNITY SAFE SPACE

A judgement-free space to listen, share, and grow.

WHAT TO EXPECT

- Panel Discussions & Fireside Chats
- Guided Meditation & Breathwork
- Youth + Father Connection Activities
- Mental Health Resource Hub
- Giveaways, Wellness Vendors & More

WHY IT MATTERS

When men thrive, families thrive. When families thrive, communities rise. Let's protect our peace, prioritize our mental health, and pass down healing—not just history.

Be here. Be present. Be free.



“Freedom isn't just about breaking chains. It's about breaking cycles and building better futures.”

— FOR OUR SONS.
FOR OUR SELVES.
FOR OUR LEGACY.



FESTIVAL WEEKEND ACTIVATIONS

“ WE DON'T JUST
CELEBRATE FREEDOM—
WE ACTIVATE IT. ”

The culture experiences powering Juneteenth weekend in Atlanta.



01

TASTE OF ART

A curated showcase of Black visual artistry—from live painting and murals to galleries and creatives shaping our narrative.



02

THE KULTURE

A celebration of style, heritage, and expression through fashion, hair, beauty, and everything that makes us iconic.



03

WHIP ADDICT

The ultimate car culture experience featuring classic rides, custom builds, and the art of automotive expression.



04

SOLE EXCHANGE

Buy, sell, trade, and showcase rare kicks and streetwear in Atlanta's premier sneaker marketplace.



05

HELP 911

Crisis support that shows up. Connecting the community to immediate, compassionate behavioral health care when it's needed most.



06

INFINITY WATER

Keeping the community hydrated and healthy with clean, refreshing water and a commitment to sustainability.



07

MEN'S MENTAL HEALTH + FATHER'S DAY

Honoring, healing, and uplifting men and fathers through real conversations, resources, and community support.



08

MAKE ATLANTA GREAT AGAIN

A community movement dedicated to service, beautification, and building a stronger, prouder Atlanta — together.

JUNETEENTH FESTIVAL WEEKEND

THE MOVEMENT BEHIND THE WEEKEND

MAKE ATLANTA GREAT AGAIN

A CULTURE-FIRST ECOSYSTEM. BUILT BY ATLANTA. FOR THE WORLD.



COMMUNITY OWNERSHIP

We believe in collective power, local leadership, and creating opportunities that build generational wealth and lasting impact in our neighborhoods.



PREMIUM CULTURAL EXPERIENCES

We curate world-class events that celebrate our heritage, elevate our culture, and deliver unforgettable experiences for all who attend.



SUPPORTING ATLANTA

We invest in our city—showcasing Atlanta as a global destination, supporting local businesses, and creating jobs and pathways.



BRANDS THAT SERVE CULTURE

We activate powerful brands that align with our mission and amplify the culture through partnership, innovation, and trust.

THE VISION

The Juneteenth Festival Weekend is more than an event—it's a platform for progress. Our vision is to build a self-sustaining ecosystem of brands, experiences, and leaders that uplift our community and set the standard for Black excellence in entertainment, business, and culture.

**WE'RE NOT JUST CELEBRATING FREEDOM.
WE'RE BUILDING WHAT COMES NEXT.**



IT INSPIRES THE FUTURE

We create moments that inspire our youth and shape the next generation of leaders.



IT PUTS ATLANTA FIRST

We showcase the best of Atlanta to the world while keeping the benefits here at home.



IT CREATES ECONOMIC POWER

We build businesses, create jobs, and keep resources circulating within our communities.



IT BUILDS A LEGACY

We're building institutions that will stand long after events end—for generations.

THE ECOSYSTEM

A network of purpose-driven brands powering culture, community, and premium experiences.

MAKE ATLANTA GREAT AGAIN



A culture-first ecosystem. Built by Atlanta. For the world.



Celebrate life. Create memories.



Brotherhood. Business. Brotherhood. Legacy.



Refined energy. Elevated spaces.



Strategic solutions. Real impact.



Protection. Resources. Opportunity.

OUR ECOSYSTEM. OUR IMPACT. OUR LEGACY.

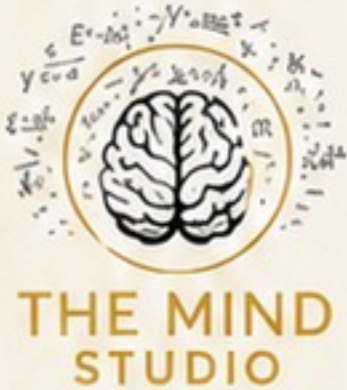
Every brand. Every partner. Every experience. All working together to build a stronger Atlanta and a brighter future. This is bigger than a weekend—this is the foundation for generational change.

BUILT BY ATLANTA. FOR THE WORLD.

PARTNERS • MEDIA • COMMUNITY

THE ORGANIZATIONS HELPING POWER JUNETEENTH FESTIVAL WEEKEND.

BRAND PARTNERS



MEDIA + COMMUNITY



ACTIVATION PARTNERS