

2026

OPAL'S WALK FOR FREEDOM

A NATIONAL JUNETEENTH CELEBRATION

5 STATES
ONE CELEBRATION
WALKING TOGETHER FOR FREEDOM



WHAT IS OPALS WALK FOR FREEDOM?

THE NATIONAL "OPAL'S WALK FOR FREEDOM" IS AN ANNUAL 2.5 MILE WALK ON JUNETEENTH.

ACKNOWLEDGING THE 2.5 YEARS OF DELAYED EMANCIPATION ENFORCEMENT AND CELEBRATING OUR JOURNEY TO FREEDOM.

DR. OPAL LEE WALKED ACROSS THE COUNTRY ADVOCATING FOR HUMAN DIGNITY AS SHE CAMPAIGNED FOR JUNETEENTH TO BECOME A FEDERAL HOLIDAY.

HER GRANDDAUGHTER, DIONE SIMS, ORGANIZED THAT WALK AND MARKETING HER GRANDMOTHER'S MISSION ACROSS THE WORLD.

TOGETHER, THEY SUCCEEDED IN USHERING JUNETEENTH INTO LAW.

NOW, THEIR NON-PROFIT UNITY UNLIMITED INC PRODUCES THE ANNUAL "OPALS WALK FOR FREEDOM" AS A JUNETEENTH CELEBRATION THAT HONORS OUR HISTORY AND ADVOCATES FOR A UNIFIED FUTURE.

ALL THE PROFITS FROM "OPALS WALK FOR FREEDOM" SUPPORT INITIATIVES THAT EMPOWER THE PEOPLE OF TODAY THROUGH THE LESSONS OF OUR ANCESTORS.

UNITY PROGRAMS

UNITY PRODUCES PROGRAMS THAT SUPPORT OUR COMMUNITIES FROM THEIR URBAN FARM INITIATIVE OPAL'S FARM TO THE ANNUAL MISS JUNETEENTH SCHOLARSHIP PAGEANT.

UNITY USES FUNDS TO EMPOWER CITIZENS.

"July 4th freed the land, but Juneteenth freed the people." — Dr. Opal Lee



100,000
ATTENDEES

PARTICIPATE

CELEBRATE

ADVOCATE

IN 2026, UNITY WILL HOST 5 FLAGSHIP WALKS
ACROSS THE COUNTRY WITH A FREEDOM
CENTER NEXT TO THE START/FINISH LINE
FEATURING A MAIN STAGE WITH
ENTERTAINMENT AND GUEST SPEAKERS, FOOD
VENDORS AND ACTIVATIONS.

THINK "OUTSIDE LANDS" MEETS
"SUSAN G. KOMEN'S RACE FOR THE CURE"

PARTICIPANTS ADVOCATE FOR FREEDOM BY
WALKING AND CELEBRATE TOGETHER
BACK AT THE FREEDOM CENTER.

FLAGSHIP
LOCATIONS

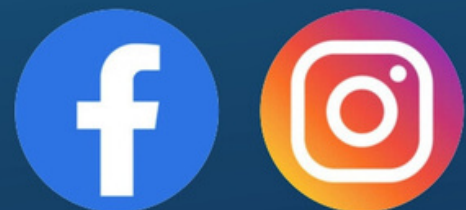
WASHINGTON D.C.

FORT WORTH

OAKLAND

CINCINNATI

HONOLULU



SOCIAL MEDIA
IMPRESSIONS
539,709



RADIO
IMPRESSIONS
278,291



TV IMPRESSIONS
4,262 STREAMS
41,071 VIEWS
14,496,000 IMPRESSIONS



BILLBOARD
IMPRESSIONS
2,000,000

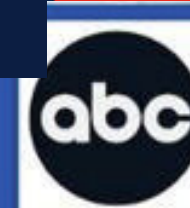


PRESS
IMPRESSIONS
120,000

AS SEEN ON



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CONTACT:

817 333 4028
ADAM@ADAMANDELLIOTT.COM



DIONE SIMS
EXECUTIVE DIRECTOR



DARIA HOOKFIN
MARKETING DIRECTOR



ADAM AND ELLIOTT
MOVING PICTURES
CREATIVE TEAM



Unity Unlimited Inc.

501 c(3) Non-Profit





WALK *with* US

JUNE 19TH



OPAL'S
WALK FOR
FREEDOM
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