

**For Immediate Release:**

**24/7 PRESS CONTACT:**

**WHO:** The Samuel W. Houston Museum and Rosenwald School Acres  
**WHEN:** April 22, 2023 • 3-8pm: "Back to Our Roots" Rosenwald Earth Day Music Festival  
**WHERE:** The original Rosenwald School Grounds, 639 Rosenwall, Huntsville, TX 77340  
**FREE ADMISSION...** More info: [www.earthdayjamfest.com](http://www.earthdayjamfest.com); Email: [rosenwaldacres@gmail.com](mailto:rosenwaldacres@gmail.com); Text: 832-598-7469

Lorenza Butler, Jr.  
832-880-3733 Cell

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**SPONSORS** (as of Apr 4, 2022): H-E-B, Gingartum Root Juice, Texas Coffee News, The Houston Sun, The Houston Informer Foundation, Dr. Winnie King, KCOH-AM, KHVL-104.9, Yummy Yummy Mongolian Grill, The Granary, ButlerWiseman, Sam's Table Restaurant, American Flip Factory, MoShows.com, The Wiseman Company, Dr. & Mrs. KG Belle, Judith Groudine Finkel, The Wiseman, Fusilier, Kittrell, Vann and Wilson Families ...& more...

**"BACK TO OUR ROOTS" Earth Day Music Festival:  
An afternoon of "Old School Jams" in the Huntsville Woods  
on Earth Day, April 22, 2023, from 3-8pm.**

This free spring concert on the 100 year old Rosenwald School grounds will feature musicians, poets and storytellers, vendors, food and artisans! LOCATION: 639 Rosenwall Rd., Huntsville TX, 77340.

Vendor booths \$50 & \$75. More information:  
[rosenwaldacres@gmail.com](mailto:rosenwaldacres@gmail.com) • [www.RosenwaldAcres.com](http://www.RosenwaldAcres.com)

**The Rosenwald School Project**

**" An Oasis of Education, 1921"**

One hundred years ago, a public school education was a dream for most Black children.

From 1912-1932, Julius Rosenwald decided to donate \$63 million of his personal fortune to make a difference in the lives of over 600,000 youngsters in 15 states. The "Back to Our Roots" Earth Day festival is a centennial celebration of Huntsville's 100+ year old Rosenwald School grounds, the legacy of the Man, the Fund, Founders, and Alumni that nurtured, educated and galvanized a small rural community in the early 1900's.

**WHAT ARE ROSENWALD SCHOOLS?**

**Julius Rosenwald** (1862-1932) was a Chicago businessman, philanthropist and part-owner of Sears, Roebuck and Company whose Jewish family fled persecution in Europe. Rosenwald believed all Americans deserve an education. **1912:** He established the Rosenwald Fund for "the well-being of mankind" and collaborated with educator/former slave, Booker T. Washington and his Tuskegee Institute to build over 5,300 rural school buildings for colored children across the Jim Crow south. *Addendum: Information on the US Congressional "Julius Rosenwald and Rosenwald Schools Act," was signed into law: <https://rosenwaldacres.com/the-rosenwald-legacy>*

English Instructor **John Wesley Wilson** (8/12/1860 - 4/20/1948) and his wife, **Amarintha Kittrell Wilson** (8/9/1864 - 4/4/1944) were concerned about providing a formal education for their little brown grandchildren. In **1921**, as per Rosenwald guidelines, the couple transferred 2 acres of land to the Huntsville Independent School District and, with the help of the fund, John's cousin **Samuel W. Houston** and the community, raised the funds needed for the creation of Rosenwald's original two-room schoolhouse. The founders and many of the caregivers are interred in the Kittrell-Wilson Cemetery behind the school grounds. For a recently updated and detailed database of the cemetery inhabitants: <https://rosenwaldacres.com/kittrell-wilson-cemetery>

**Professor Samuel Walker Houston** (1864-1945) was John Wesley Wilson's cousin and the son of Joshua Houston, Texas' 1st black County Commissioner. This prolific Huntsville educator built several Huntsville Texas educational institutions with the help of substantial funding from The Rosenwald Fund. A local, underserved Samuel Walker Houston Museum and Cultural Center is currently housed in the same building where the former Samuel W. Houston High School—then elementary school—educated thousands of local youth. <https://rosenwaldacres.com/samuel-w-houston-museum>

**"Back to Our Roots"**

on

**EARTH DAY**

**Sat • April 22, 2023 • 3-8pm**

**THE HISTORY OF HUNTSVILLE'S  
ROSENWALD SCHOOL ACRES:  
"An Oasis of Education"**



**Julius Rosenwald** (1862-1932) Chicago philanthropist and part-owner of Sears and Roebuck, believed all Americans deserve an education. **1912:** He established the Rosenwald Fund for "the well-being of mankind" and collaborated with Booker T. Washington and Tuskegee Institute to build over 5,300 + rural school buildings for colored children across the Jim Crow south. 79 schools were built in Texas.

**John Wesley Wilson** (8/12/1860 - 4/20/1948) and his wife, **Amarintha Kittrell Wilson** (8/9/1864 - 4/4/1944) ...well-connected, educated and concerned about providing a formal education for their little brown grandchildren. **1921:** As per Rosenwald Fund guidelines, the couple transferred 2 acres of land to the HuntsvilleISD and, with family and community, raised the funds needed for the creation of the original 2-room school building with a kitchen, well and 2 outhouses. *John and Amarintha's children, cousins and grandchildren attended & helped maintain it.\**



**1921-1962:** With dedicated educators such as **Esther Bridges, Maddy Jewel Walker, Thelma McGuire, Mary Helen Wilson** (alumni & granddaughter of John & Amarintha), plus volunteers from the **Kittrell, Wilson, Spivey, Cotton, Wiley, Vann, Baker, Crawford, Houston** families et.al, Rosenwald School grew until "**Rosenwald School Road**" was the place to go for meetings, events, picnics, horse & foot races, basketball, etc. (*The name was later shortened & misspelled as "Rosenwall Road."*)



**1962:** Rosenwald School#1 is demolished and the land auctioned to **David Branch Jr.** who, in **1963**, sold it back to **Charlie Wilson** (John & Amarintha's eldest son). **1966:** **Mary Helen Wilson Wiseman, M.Ed.** requested that her father Charlie will the beloved school grounds to her.



**2020:** Rosenwald Acres was inherited by Mary Helen's eldest, **Kijana Wiseman-Fusilier, M.Ed.** (*WisemanCompany.com, kijana.com*); with **Joy D. Wiseman** and **LaTanya Michell Brooks, M.Ed.** (*GrowWithStem.com, nextlevelpublishing.com*). **2022:** The land is being planned for habitation as a renewable energy, environmentally-friendly, homestead using 2 solar-powered Boxabl Casitas where the school stood.

*\*Rosenwald Founders and Caregivers are interred in the Kittrell - Wilson Cemetery behind the property.*

**2023: "BACK TO OUR ROOTS" EARTH DAY MUSIC FESTIVAL** celebrates the land and legacy of the **Founders, Caregivers and Alumni** of a small rural school that nurtured and encouraged so many "tiny, shiny minds" ...to blossom.

Read their stories. Share yours. Become a legacy supporter and join us at...

**RosenwaldAcres.com**  
rosenwaldacres@gmail.com

**ROLL CALL (SPONSORSHIP CATEGORIES):**

- Teacher's Pet:** Name in the Online ebook. **\$25**
- Star Student:** Name in the ebook with a photo. **\$50**
- Scholar** **\$100**
  - 10 x 10 booth space at the Earth Day Festival
  - 1/8 or Business Card ad in the Online ebook
- Honor Roll** **\$250**
  - Name on the Rosenwald Centennial Event website.
  - 20 x 20 booth space at the Earth Day Festival
  - 1/4 page live-linked ad in the Online ebook
- Dean's List** **\$500**
  - Name/logo on website & event marketing materials
  - Artist Sponsor + 20x20' Festival booth space
  - Half page live-linked Ad in the Online ebook
- Salutatorian** **\$1,000**
  - Name/logo on website & event marketing materials
  - Band Sponsorship + 20x20 Festival booth space
  - Full page live-linked Ad in the Online ebook
- Valedictorian** **\$3,000**
  - Name/logo on website & event marketing materials.
  - Recognition on Stage at the Festival
  - 20x20' Earth Day Festival booth space
  - Full page live-linked Ad in the Online ebook
- Magna Cum Laude** **\$5,000**
  - Name/logo as the performance stage sponsor on all Rosenwald Centennial website promo listed above
  - Banner & Microphone opportunity at the Event
  - 20x20' Earth Day Festival booth space
  - Cover page live-linked Ad in the Online ebook
- Summa Cum Laude** **\$7,000**
  - Name/logo as a primary sponsor on the Rosenwald Centennial website, print ads; eblasts, posters, brochures, releases, Radio/TV/E-interviews, Zoom/ social media mentions. (*"Title Sponsor" = \$25,000*)
  - Banner & Microphone opportunity at the Festival
  - 40x40' Earth Day Festival booth space
  - Cover page live-linked ad in the Online ebook

**EARTH DAY BOOTH VENDORS:**

- Name/logo on website & e-marketing materials, plus
  - Business Card Ad hot linked in the Online ebook
- All vendors must provide their own tents, tables & supplies. Food vendors must have liability insurance and possible local health permits.*

**\$50 STANDARD MARKET BOOTH 10 x 10 space**  
**\$75 FOOD BOOTH/FOOD TRUCKS: 20X20 space**

**BANDS, PERFORMERS and STORYTELLERS** will be paid and offered free booth space to sell swag/CDs/merchandise.

Become a contributor or just join the party at...

**EarthDayJamFest.com**  
rosenwaldacres@gmail.com