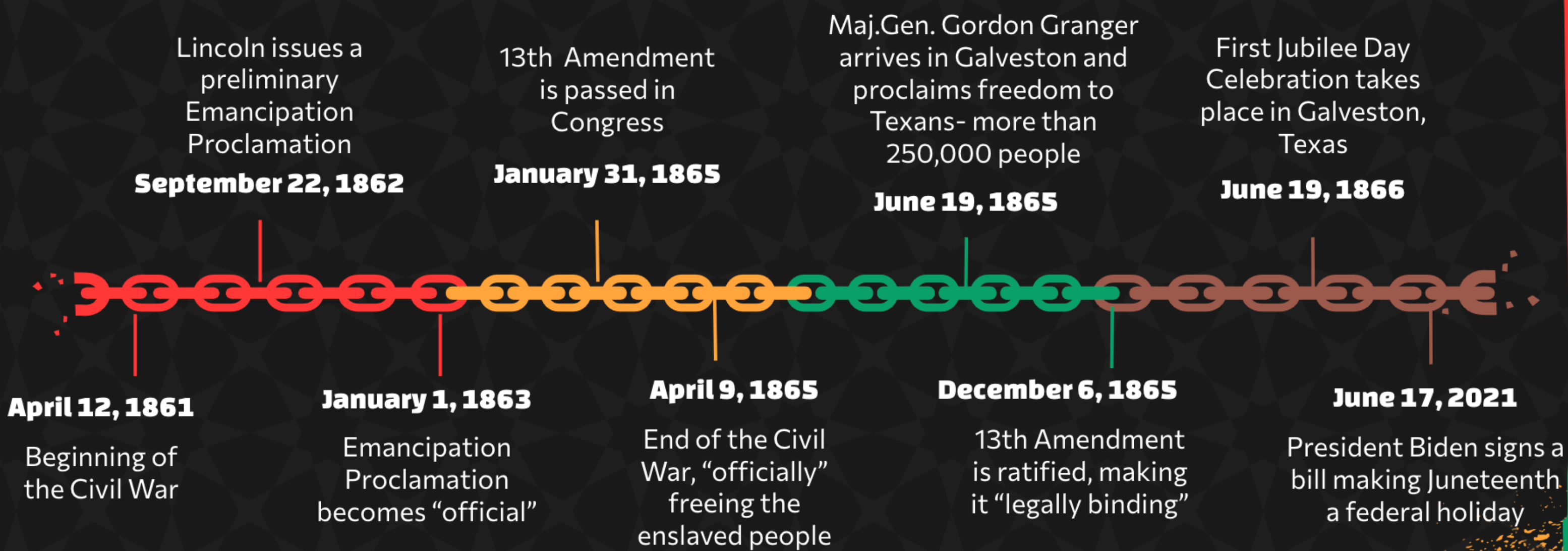


# JUNETEENTH

## Freedom Day

Juneteenth's origin story begins in Galveston, Texas, which was the western-most area of the Union in 1865. When enslaved people there were told of their emancipation on June 19, 1865, they had technically already been freed two-and-a-half years prior, when President Abraham Lincoln issued the Emancipation Proclamation on January 1, 1863. Slaveholders in Texas had kept the information to themselves, extending the period of violent exploitation of enslaved African Americans. The following year, in 1866, a celebration was had in Texas, the first Juneteenth observance to recognize freedom from slavery in the U.S.

### A Historical Timeline



### The Color Red

There are many different ways that the color red is integrated into Juneteenth celebrations. Red is significant because it symbolizes power, sacrifice and transformation. It's also symbolic of the blood our ancestors shed. So when you see red punch, watermelon, red velvet cake, and of course BBQ, know it all has significance.

*In addition to celebrations, Juneteenth is also a day of service. Below are ways to get involved*

- Volunteer at and/or donate to places that serve the Black community
- Support Black businesses over larger corporations looking to monetize the holiday
- This history has cultivated a culture of racism and oppression that we must all actively dismantle through education and community involvement
- Keep this enthusiasm for blackness and Black culture all year round. Advocate ALL YEAR ROUND

Learning doesn't have to stop here. Scan our QR Code for a more in-depth exploration of the history of Juneteenth.

