

# 12th Annual NYC Juneteenth Family Festival Integrates In-Person and Virtual Experience over 3-Day Event

*Live Celebration to Feature Day-Long Music and Dance Performances in Brooklyn's Herbert Von King Park; Clinics With Knicks & Rangers*

BROOKLYN, NEW YORK, USA, June 17, 2021 /EINPresswire.com/ -- [12th Annual NYC Juneteenth Family Festival Integrates In-Person and Virtual Experience Promising the Most Exciting Juneteenth Gathering Yet](https://www.einpresswire.com/12th-Annual-NYC-Juneteenth-Family-Festival-Integrates-In-Person-and-Virtual-Experience-Promising-the-Most-Exciting-Juneteenth-Gathering-Yet)

Live Celebration to Feature Day-Long Music and Dance Performances in Brooklyn's [Herbert Von King Park](#)

Clinics With New York Knicks and Rangers; Performances by WNBA Liberty's Timeless Torches as well as Educational Sessions on Health, Finance, Art, Poetry & More

With Juneteenth only 2 days away, momentum and excitement are building for the 12th annual Juneteenth NYC Family Festival, June 18-20, in Brooklyn's Herbert Von King Park, with virtual participation across the country. Attendees can register to receive the link to the virtual portion of the festival here. [A detailed schedule of events can be found here.](#)

The three-day festival will be a celebration of Black music, dance, wellness, poetry, and accomplishments. The event will begin on Friday, June 18th virtually and on Saturday, June 19th will become a hybrid celebration at Herbert Von King Park. On Sunday, June 20th, the event will remain a hybrid experience at the Bedford Stuyvesant Restoration Amphitheater where we encourage participants to support the young entrepreneurs making a difference in our



**12th Annual JUNETEENTH NYC**  
EDUCATING · EMPOWERING · ENTERTAINING  
A FAMILY FESTIVAL IN BROOKLYN, NY

**3 FREE Day Summit**  
FRIDAY - SUNDAY  
**JUNE 18-20**  
9AM - 6PM  
IN PERSON & ONLINE

**FRIDAY, JUNE 18<sup>TH</sup>**  
9AM - 6PM  
**ONLINE ONLY**

**SATURDAY, JUNE 19<sup>TH</sup>**  
9AM - 6PM  
**ONLINE & IN PERSON AT**  
**HERBERT VON KING PARK**  
670 LAFAYETTE AVE,  
BROOKLYN, NY 11216

**SUNDAY, JUNE 20<sup>TH</sup>**  
9AM - 3PM  
**ONLINE & IN PERSON AT**  
**BED-STUY RESTORATION**  
1368 FULTON ST,  
BROOKLYN, NY 11216

**Rebirthing the Roots of ENTREPRENEURIAL EXCELLENCE**  
REGISTER NOW:  
[WWW.JUNETEENTHNY.COM](http://WWW.JUNETEENTHNY.COM)

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Juneteenth Festival NYC

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community. Attendees can register to receive the link to the virtual portion of the festival [here](#).

The virtual program which will begin on Friday, June 18, will feature a wide range of wellness sessions including workshops on mental health, diet, kidney health, Lupus, organ donation and more. The history of Juneteenth, Black Wall Street and Kwanzaa will also be presented.

On Saturday, the New York Knicks and Rangers will be holding basketball and hockey clinics for kids and WNBA Liberty's dance team will be performing along with its mascot Ellie the Elephant who will be there to entertain. There will be a variety of uplifting, interactive performances from a drum line to skits to a wide range of musical performances including Afro Beats and Afro Fusion.

The Brooklyn Public Library will unveil its first-ever limited-edition Black American Library card during the Festival and will be distributing the card to attendees.

"I am thrilled with this year's enthusiasm for our Juneteenth Festival NYC," said Juneteenth NYC Organization's Athenia Rodney. "When we started the festival 12 years ago, few were even aware that Juneteenth was an important day in our history, marking freedom from slavery. On the heels of Juneteenth just becoming a federal holiday, there are so many reasons to celebrate Black culture and accomplishments which is why, for the first time, the Festival will take place over three days. The community is ready and eager to celebrate!"

"The essence of the WNBA and the NY Liberty is a celebration of black culture, as a league consisting of more than 80% women of color. The Liberty has been commemorating Juneteenth for many years, and could not be more proud to do so for the first time, in the heart of Brooklyn during the Juneteenth NYC Family Festival," said Keia Clarke, CEO of the NY Liberty.

This year's festival theme, "Rebirthing the Roots of Entrepreneurial Excellence," will honor and explore the history of our entrepreneurial ancestors and empower the entrepreneurs of our community today.



Juneteenth Festival Celebration



Juneteenth Family Festival NYC



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*Athenia Rodney*

Virtual participants can register here to enjoy the three day event on a robust platform where they can experience the festival in its entirety. They will have access to all entertainment, workshops and live programs in a multi-dimensional format.

Festival Sponsors as of June 16, 2021 include:

W.P. Carey Inc.  
The Brooklyn Nets  
New York Liberty  
Lupus Research Alliance

Emblem Health  
MSG Sports, NY Knicks and NY Rangers  
New York State of Health  
Success Academy Charter Schools  
AARP New York  
East New York Restoration  
American Heart Association  
Ascend Public Charter Schools  
Empire BlueCross BlueShield HealthPlus  
Umoja Events  
Liberty Coca-Cola  
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The Drivers Cooperative  
The Labz  
Con Edison  
Rise Up NY Campaign  
Start Small Think Big  
Ms. Spudz Everything Potatoes No Gravy  
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WPIX 11  
Yoga Now  
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The Home Depot/Bedford-Stuyvesant

Community Partners  
Brooklyn Children's Museum  
Brooklyn Public Library  
Jamel Gaines Creative Outlet

Destiny Helpers Outreach Inc

For more information about sponsorship opportunities, please contact Nathalie Tejada or by phone at (646) 548-8282 or see [here](#).

To register for the event, please visit: <http://bit.ly/JuneteenthNY2021>

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ABOUT THE 12TH ANNUAL JUNETEENTH FESTIVAL NYC PRODUCED BY UMOJA EVENTS

Founded in 2009 with the mission to educate, empower, and entertain the community, the Juneteenth NYC Family Festival aims to bring the community together and to create conversations that will evoke change, unity, and healing.

ABOUT JUNETEENTH

Juneteenth is the oldest, nationally celebrated commemoration of the ending of slavery in the United States of America. On June 19, 1865, two and a half years after President Lincoln delivered the Emancipation Proclamation effectively ending enslavement, Union soldiers delivered this news to Galveston, Texas proclaiming freedom for Black people. Today, Juneteenth is a celebration of freedom, achievement, and cultural community with food, dancing, singing, and as of 2021, Juneteenth is recognized as an official holiday in New York City and in many other locales.

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