



Sixty Years in the Fight for Justice in Rochester!

Dear Community Partner,

I hope this letter finds you well!

It is with excitement that the Rochester Juneteenth Committee shares a recap of the '23 Festival **and seeks your support and presence as a vendor for the 2024 Festival.**

For the past decade, the Rochester Juneteenth Festival's lead host has been the Greater Rochester Martin Luther King Jr. Commission with various community partners who have contributed to successful annual events to commemorate the celebration of Juneteenth.

There are a variety of festival activities which replicates and honors the singing, dancing, and praying that the African Americans in Texas were said to have done once they heard the news of Emancipation, in June of 1865.

The '23 Juneteenth Festival committee was able to partner with the City of Rochester, County of Monroe, Rochester International Jazz Festival, The Black Agenda Group, the Strong Museum of Play, Molina Healthcare, SEIU 1199, the Urban League of Rochester, Action for a Better Community, and event volunteers to put on a successful day of celebration. This included recognizing youth Black Scholars for their academic achievements, performances by the internationally acclaimed Garth Fagan Dance Company, Teen Empowerment youth poets, the Wamba African Drumming Group, a procession from the ROC Freedom Riders, and a variety of local artists (poets, singers, dancers, rappers). In addition to the outstanding entertainment, there was an Elders' Circle tribute recognizing Black leaders who have been pillars of service within the Rochester community.

Proudly, over 4,000 people attended the family fun-filled day and were able to take advantage of the all-day free admission that the Strong Museum of Play offered to all festival attendees. **There were also a variety of vendors who provided community resources, food, and other items to attendees. One of many highlights was that a few families were able to start the process of signing up for healthcare at the '23 festival.**

In 2024, the Rochester Juneteenth Committee seeks to continue expanding the existing activities and entertainment by booking a National Artist to perform as a part of the day's entertainment, add an additional educational component of Black History, the festival parade, and enhance all areas of outreach for greater participation.

In order to continue to build on the foundation of the festival, the committee is working to secure vendors for the 2024 Festival which is scheduled to take place on June 15th at the Martin Luther King Jr. Park (Rochester, NY). On page two of this letter the various vendor options and payment methods are listed for you to choose from for your convenience.

Juneteenth is now a federally recognized holiday, and the committee hopes to continue to grow its list of amazing community partners to further amplify the commemorative celebration.

If you are interested in becoming a vendor, please click on the link.

<https://form.jotform.com/240691393406054>

Thank you for your consideration in contributing to support another family fun filled Juneteenth Festival. Please feel free to contact the Vendor Committee Representative at grmlkjuneteenth.vendor@gmail.com with any questions.

Warm Regards,

Rochester Juneteenth Planning Committee

