



THE
Juneteenth
EXPERIENCE

June 19th - 22nd, 2025
Fresno, California



www.fresnojuneteenth.com
(559) 402-3494 • info@thefreedomgroups.org

SPONSORS



THE SHOPS AT RIVER PARK



Welcome

On behalf of The Freedom Groups, we extend our deepest gratitude to everyone who made the 2025 Juneteenth Experience a tremendous success. Over the course of four unforgettable days, our community showed up in strength and spirit — from River Park, to Vision View, to the Fresno Convention Center, and finally to Fresno City College. Together, we amplified freedom and celebrated culture, unity, and progress.

We are proud to share that our attendance exceeded expectations, with more than 15,000 people joining us to honor Juneteenth. Each day was filled with joy, empowerment, and togetherness, reminding us why this celebration is so vital for our city and future generations.

This success would not have been possible without the incredible support of our sponsors, vendors, and community leaders. Your commitment and contributions not only made this event possible but ensured it was impactful, memorable, and inspiring.

We give a special thanks to the City of Fresno and to Mayor Jerry Dyer for their continued partnership and leadership. Your support helped us create an experience that truly uplifted the entire community.

As we close this year's Juneteenth Experience, we look forward to building on this foundation, strengthening our partnerships, and continuing the work of amplifying freedom. Thank you for walking with us, investing in us, and believing in the vision.

With gratitude and pride,

Landon Green

President & CEO

The Freedom Groups



This Juneteenth, we honor the past by investing in the future - our students.

At the *Fresno County Superintendent of Schools*, we believe education is a powerful force for opportunity and progress. By uplifting student voices and expanding opportunity, we help every learner see themselves in the story of possibility and promise.

The future begins in our classrooms.

For more information visit www.fcoe.org

Fresno County Board of Education

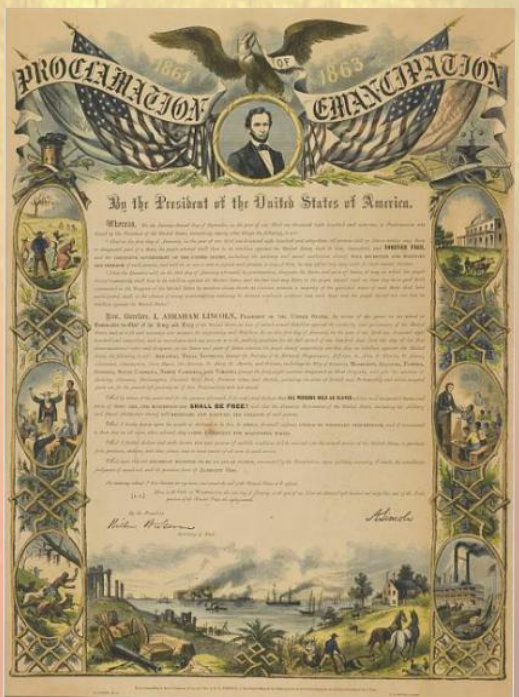
Dr. Allen Clyde, President

Bryan Burton • Itzi Robles • Dr. Marcy Masumoto
Kimberly Tapscott-Munson

History of Juneteenth

On "Freedom's Eve," or the eve of January 1, 1863, the first Watch Night services took place. On that night, enslaved and free African Americans gathered in churches and private homes all across the country awaiting news that the Emancipation Proclamation had taken effect. At the stroke of midnight, prayers were answered as all enslaved people in Confederate States were declared legally free. Union soldiers, many of whom were black, marched onto plantations and across cities in the south reading small copies of the Emancipation Proclamation spreading the news of freedom in Confederate States. Only through the Thirteenth Amendment did emancipation end slavery throughout the United States.

But not everyone in Confederate territory would immediately be free. Even though the Emancipation Proclamation was made effective in 1863, it could not be implemented in places still under Confederate control. As a result, in the westernmost Confederate state of Texas, enslaved people would not be free until much later. Freedom finally came on June 19, 1865, when some 2,000 Union troops arrived in Galveston Bay, Texas. The army announced that the more than 250,000 enslaved black people in the state, were free by executive decree. This day came to be known as "Juneteenth," by the newly freed people in Texas.





PRESENTS

CLUB NOUVEAU

THURSDAY
JUN 19
3PM-10PM

Performing Live



B A W E S U M



THE Juneteenth EXPERIENCE

2025

AT

EXPERIENCE

RIVER  PARK



FRESNO, CALIFORNIA

FREE ADMISSION

BLACK FRESNO TODAY PANEL | LIVE PERFORMANCES | CONCERT STAGE | VENDORS | BEER, WINE & SIP GARDEN | ART GROOVE GALLERY | GAMES | FOOD AND MORE

FOR VENDOR, EXHIBIT & CONCERT INFO:
559.402.3494

info@thefreedomgroups.org

www.fresnojuneteenth.com







THE
Juneteenth
EXPERIENCE



Boots on the
GROUN

**ULTIMATE
EXPERIENCE**

Friday, June 20th, 2025

Vision View - 4974 E. Clinton Way

4 pm - 10 pm

"Grown & Sophisticated" evening experience:

Wine & Sip Garden

Cigar Bar, DJ, Line Dancing

Vendor & Food Marketplace



CASH & PRIZES

Best Boots - Best Hat - Best Dressed

For more information

contact: (559) 402-3494

email: info@thefreedomgroups.org

www.fresnojuneteenth.com







PRESENTS

digital underground



THE Juneteenth EXPERIENCE

2025

Performing Live

SATURDAY

JUNE 21

FRESNO CONVENTION CENTER

848 M STREET
FRESNO CA 93721

FREE ADMISSION

LIVE ENTERTAINMENT | FOOD
VENDORS | EXHIBITORS |
HEALTH FAIR | FARMERS MARKET
| KIDS ZONE | DIVINE NINE
STROLL OFF COMPETITION

11:00 AM - 7:00 PM

Also Don't Miss

A K O P Z B I
 Δ Φ Δ Ξ Δ Φ B I
 Δ Λ Ψ Ω Δ Φ B I
 Δ Λ Ψ Ω Δ Φ B I

THE DIVINE NINE COMPETITION

GO GREEK

Stroll Off

*Kids Come
Check Out Our*
**KIDS
ZONE**



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FRESNO JUNTEENTH CELEBRATION
Saturday, June 21, 2025 - Fresno Convention Center



ADVANCED
TRANSPORTATION
CENTER

FRESNO CITY COLLEGE

STATE CENTER
COMMUNITY
COLLEGE DISTRICT



Sunday June 22

Performing Live
THE Juneteenth EXPERIENCE

2025

PRESENTS

Klymaxx

AT

Free Admission

BLACK FAMILY DAY

The Family Reunion & Cultural Experience

10:00AM - 8:00PM

Gospel Extravaganza ■ Educational Presentations ■ Live Performances ■ Vendors ■ Food ■ Games ■ Kids Zone ■ Health Zone ■ Financial Literacy Workshops

FEED MY SHEEP MINISTRIES: FOOD DISTRIBUTION

And Don't Miss the.....

Gospel Extravaganza
Fresno City College (West Fresno Campus)

**600 E Church Avenue
Fresno, Ca 93706**

FOR VENDOR, EXHIBIT & CONCERT INFO:
(559) 402-3494

info@thefreedomgroups.org



access + capital

WWW.FRESNOJUNETEENTH.COM



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ALLENSWORTH'S JUNETEENTH

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- LOS ANGELES



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A Top Oncology, Neurology and Cardiology Hospital in the Heart of California

Valley Children's
HEALTHCARE

SISTA TALK

Black Infant Health is...
A safe and culturally affirming space for **Black women** and **birthing individuals** to receive support throughout their journey to parenthood **at no cost.**

Prenatal Groups

Postpartum Groups

black infant health
Empowering Pregnant and Mothering Black Women

New groups start monthly!

WHO IS ELIGIBLE?

- ✓ Black/African American
- ✓ 16 yrs of age or older
- ✓ Pregnant or
- ✓ Given birth in the last 6 months

JOIN US

Location:
West Fresno Regional Center
142 E. California Ave
Fresno, CA 93706

For more info:
www.blackinfanthealth.org
(559) 600-1021



MeasureC.com

Better Roads. Safer Routes. Stronger Rural Communities.

Measure C is our half-cent sales tax that helps fund transportation improvements throughout Fresno County.

MEASURE C FUNDING HAS BEEN USED IN RURAL FRESNO COUNTY FOR:

SENIOR SCRIP PROGRAM



FRESNO COUNTY RURAL TRANSIT AGENCY SHUTTLES



FAX FRESNO AREA EXPRESS



Scan the QR Code to learn more!

Fresno County Perinatal Equity Initiative (PEI)

Dedicated to improving birth outcomes within the Black and African American community.

Who We Are

The Perinatal Equity Initiative works to reduce racial disparities in infant and maternal mortality in Fresno County through community-centered support programs.

Our Services

Fatherhood Support

Equipping and empowering new and expectant fathers with tools necessary to support their partners throughout pregnancy and parenthood.

Doula Support

Building a sustainable doula workforce through professional training programs, while ensuring doula services are accessible to Black birthing families across Fresno County.

For more information, contact:

Fresno County Perinatal Equity Initiative
Phone: (559)600-3330
Email: Gifty Kwofie, at gkwofie@fresnocountyca.gov.



Other PEI Initiatives

Black Angel Mommies

A free, culturally centered grief support group providing healing spaces for Black mothers in Fresno County who have experienced the loss of a pregnancy or infant.

Community Advisory Board

Coalition of community leaders and families advocating for equitable maternal and infant health outcomes in the Black community.

Public Awareness Campaigns

"Voices for Birth Justice: Fresno"
A campaign addressing racial disparities in infant and maternal health outcomes.



Department of Public Health
www.fcdph.org



STATE CENTER
COMMUNITY COLLEGE DISTRICT

Advancing equitable student access and achievement is at the heart of our work



Fresno City
College



Reedley
College



sccd.edu



Madera
Community
College



Clovis
Community
College