

A stylized map of the United States in the top left corner, colored with the Juneteenth flag's colors: red, black, and green.Silhouettes of several hands raised in the air, in various colors including purple, yellow, and brown, positioned behind the main title.

WHAT IS JUNETEENTH?

FREEDOM DAY

Juneteenth (short for “June Nineteenth”) marks the day when federal troops arrived in Galveston, Texas in 1865 to take control of the state and ensure that all enslaved people be freed. The troops’ arrival came a full two and a half years after the signing of the Emancipation Proclamation. Juneteenth honors the end to slavery in the United States and is considered the longest-running African American holiday.

FREEDOM DAY CELEBRATION IDEAS AND RESOURCES

1. Read about the history at juneteenth.com
2. Support black businesses (see list on dothebay.com)
3. Go to a Juneteenth [event](#) near you
4. Watch this video from our President and CEO sharing his personal reflections

