Unity Unlimited, Inc. Unveils Exciting Juneteenth Strong Events and Exclusive Sponsorship Opportunities

Dallas, Texas Jan 21, 2024 (Issuewire.com**)** - As Juneteenth gains widespread recognition, Unity Unlimited, Inc. proudly presents its Juneteenth Strong events lineup, featuring the centerpiece of Opal's Walk for Freedom LIVE. This iconic event, set in Dallas Fair Park on Wednesday, June 19th, showcases the venerable 97-year-old 'Grandmother of Juneteenth,' Dr. Opal Lee. The esteemed title sponsorship for Opal's Walk LIVE offers a unique opportunity to celebrate the legacy of Dr. Lee, who, at 89, initiated a walking campaign for national Juneteenth observance and witnessed President Joe Biden signing legislation in 2021 that declared Juneteenth a federal holiday.

"When people think of celebrating Juneteenth we want them to think of Juneteenth Strong," says Dione Sims, Executive Director of Unity Unlimited, Inc. "There is no reason for us to be divided, we are stronger together ."

This year's events start on May 31st with an *Ecumenical Breakfast of Prayer Service* to celebrate the unity it took to gain freedom. The *Miss JuneteenthDFW Scholarship Pageant* will follow on June 1st at the University of Texas-Arlington Rosebud Theater. The winning queen will compete for the title of National Miss Juneteenth. Creating opportunities for the youth is the focus of the *Your Voice Unleashed* vocational and fine arts enrichment program that provides tools for success in today's challenging times. *The National Art Competition and Exhibition* is a call for artists of all ages to depict what Juneteenth means to them.

From June 14-16th, the *Opal Lee's Juneteenth Family Reunion Festival* will feature the best in Afrobeats, Jazz, Gospel, old school Hip Hop and R&B concerts, the *Empowering You* job, college, financial and health fair which will include successful entrepreneurs and CEOs delivering insightful lectures sharing impactful knowledge on boosting careers and businesses, as well as other activations for people of all ages.

Juneteenth celebrations are most known for food and the organization doesn't disappoint by hosting the *Freedom First BBQ Cook-Off* where contestants will compete for bragging rights and the winners will be announced at the *Taste of Juneteenth Food Festival* where attendees are encouraged to connect and network while enjoying a plethora of food vendors and live cooking demonstrations that explore cuisines of the African diaspora.

Unity Unlimited, Inc. invites brands and businesses from all over the world to get involved in these family-friendly events. There are customizable sponsorship packages that include benefits of brand visibility on promotional material, VIP passes to all events, TV and radio recognition with a social media and website strategy that highlights the partnership.

About Unity Unlimited, Inc.

Unity Unlimited, Inc. is a non-profit organization that produces programs that help communities overcome racial, cultural and economic division. The programs they produce provide educational activities and resources to people to foster unity and harmony regardless of race, culture, or denomination through initiatives such as Juneteenth Strong, a month-long event series celebrating freedom with their brand ambassador the Grandmother of Juneteenth, Dr. Opal Lee. The Partners and Sponsors support their mission of human dignity through education, culture, and opportunities.

Note to Editors

- The Annual Juneteenth Celebration in Fort Worth has existed for over 45 years
- On June 17, 2021, Juneteenth was recognized as an American federal holiday
- In total, over 300,000 people have attended previous festivals and events.
- Juneteenth Strong formerly JuneteenthFTW's past event sponsors include Heal America, Fenty, JCPenney, Meta, Tarrant Regional Water District, Visit Fort Worth, Dallas Mavericks, Sid Richardson Foundation, and many others
- For more information, visit www.juneteenthstrong.com.

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