JUNETEENTH WEEK
IMPACT REPORT

Northwest
African American
Museum
THANK YOU
TO OUR JUNETEENTH SPONSORS
Impact Summary

8
PROGRAMS
EVENT DATES:
JUNE 12TH, 15TH, 18TH, 19TH, AND 20TH

13
BLACK AUTHORS FEATURED
FOR NAAM’S KIP BOOK GIVEAWAY

9
SPONSORS

20
EVENT PARTNERS

1,000
BOOKS DISTRIBUTED FOR
NAAM’S KIP BOOK GIVEAWAY

30
VENDORS
LOCAL BLACK OWNED BUSINESSES &
COMMUNITY ORGANIZATIONS

60,680
AUDIENCE REACHED VIRTUALLY AND AT NAAM’S
IN-PERSON COMMUNITY ACTIVATIONS
Events Overview

JUNETEENTH
INTERACTIVE STORY TIME
JUNE 12

Juneteenth kicked off with Interactive Story Time in partnership with the Rave Foundation and Sounders FC. Check out the interactive story reading of All Different Now by Angela Johnson with host Steve Zakuani from the Sounders FC. The program featured an interactive art activity with local artist, Jeremy Bell.

BOOKS & BALLS YOUTH NIGHT
JUNE 15

In partnership with the Rave Foundation & Sounders FC, NAAM distributed youth books to kids and families who attended the groundbreaking of the NewHolly soccer field.

AFRICAN AMERICAN CULTURAL ENSEMBLE
SOUNDERS & OL REIGN GAMES
JUNE 18

NAAM’s African American Cultural Ensemble sang the Black National Anthem and National Anthem at the Juneteenth OL Reign & Sounders FC Games.
Events Overview

ONE SEATTLE X KIP GIVEAWAY
JUNE 19

ONE SEATTLE presented an historic musical event to recognize the inaugural federal celebration of the Juneteenth holiday and NAAM joined to host a Knowledge is Power Book Giveaway.

BLACK FREEDOM COLLECTIVE X WE THE PEOPLE
JUNE 19

The Blk Freedom Collective presented a national virtual Juneteenth program entitled “We the People”. NAAM joined forces with 11 Black museums nationwide to create an educational and inspiring program based on the United States Constitution’s Preamble.

JUNETEENTH SKATE PARTY
JUNE 19

Sponsored by Amazon, Public Health-Seattle King County, Boeing, Starbucks, T-Mobile Foundation, University of Washington Department of Athletics, and 4Culture with Roll Around Seatown as a community partner, NAAM hosted a Skate Party with complimentary skate rental, a DJ, KIP reading circle, local Black-owned vendors and food trucks, family friendly activities, music and so much more.
Juneteenth Day Celebration Impact

THANKS TO OUR SPONSORS WE WERE ABLE TO BRING AN INCLUSIVE JUNETEENTH DAY EXPERIENCE TO THE COMMUNITY!

1,000
NEW AFRICAN AMERICAN CHILDREN’S BOOKS WERE FREELY DISTRIBUTED

500+
FAMILIES WERE FED WITH COMPLIMENTARY JUNETEENTH FOOD

200+
FREE SKATE RENTALS WERE PROVIDED

30
PEOPLE WERE VACCINATED OR BOOSTED

15
TEENS WERE REGISTERED TO JOIN ZETA ARCHONETTE COLLEGE PREPARATORY YOUTH GROUP

10
PEOPLE REGISTERED TO VOTE AT THE SKATE PARTY
JUNETEENTH SKATE PARTY
JUNTEENTH SKATE PARTY
JUNETEENTH SKATE PARTY
JUNETEENTH SKATE PARTY
NAAM'S ACE CHOIR JUNETEENTH PERFORMANCES

YOUTH NIGHT AT NEWHOLLY FIELD

ART SUPPLIES DISTRIBUTION AT NAAM
JUNETEENTH PRESS

King 5 - Facing Race
Seattle choir aims to inspire hope, healing on Juneteenth

KING 5
Northwest African-American Museum organizes week of Juneteenth celebrations

KUOW
Embracing Juneteenth. A time for reflection, education, celebration, and action

JACK SEATTLE IHEART
NAAM’s LaNesha DeBardeleben on Juneteenth: Celebrating Freedom

THE SEATTLE TIMES
Seattle’s history of Black language: African American English, code-switching and why it matters today

1150 KKNW
The week long Celebration of the Juneteenth Holiday
TESTIMONIALS

“After an incredible Juneteenth WEEK, we hope the NAAM team is able to take today to relax and reflect on the amazing week and events that you activated so seamlessly.

We are grateful for our partnership and to collaborate to make such a powerful impact in our community. We’re excited for the future and to continue to build our partnership.

It was a blast and I enjoyed watching those skaters

ACE was truly phenomenal and Tommie is incredible. They looked fantastic in their new unity/honoring Black excellence scarves!”
SOCIAL MEDIA ENGAGEMENT

181+
NAAM REACHED 181% MORE ACCOUNTS DURING JUNETEENTH WEEK

142+
NAAM’S ACCOUNT ENGAGEMENT INCREASED BY 142% ACROSS PLATFORMS

5,679
NAAM REACHED 5,679 NEW ACCOUNTS DURING JUNETEENTH WEEK

128
NAAM CURATED OVER 128 SOCIAL MEDIA POSTS ACROSS INSTAGRAM, LINKEDIN, FACEBOOK AND TWITTER
Thank you King County Councilmembers, King County Executive Dow Constantine, Former Councilmember Larry Gossett, and the Urban League of Metropolitan Seattle for being such great partners to NAAM on this Juneteenth Proclamation.
THANK YOU!