2023
JUNETEENTH WEEK IMPACT REPORT
Northwest African American Museum
THANK YOU TO OUR JUNETEENTH SPONSORS
IMPACT SUMMARY

3 PROGRAMS
EVENT DATES
JUNE 17, JUNE 18, JUNE 19

4,200 VISITORS REACHED AND AT NAAM’S IN-PERSON COMMUNITY ACTIVATIONS

35 VENDORS

10 SPONSORS

10 EVENT PARTNERS

663 KIP BOOK DISTRIBUTED

5 FILMS SHOWN
YOUTH DAY | SATURDAY JUNE 17

NAAM’s 3-Day Juneteenth Celebration begins with Youth Day. Throughout the day we hosted a soccer and baseball clinic with the Sounders FC and Mariners, Knowledge is Power Book Giveaway, a game show, and more. Seattle Children’s Theatre presented live storytelling. NAAM was also excited to announce the launch of the Sistah Sci Fi Book Vending Machine, which was available in the museum during the celebration and beyond.

FILM FESTIVAL | SUNDAY JUNE 18

The second day of NAAM’s 3-Day Juneteenth Celebration was the NAAM Film Festival. Attendees enjoyed 5 breathtaking and inspiring documentaries about Juneteenth, Black history, and liberation.

SKATE PARTY | MONDAY JUNE 19

The final day of NAAM’s 3-Day Juneteenth Celebration was the Juneteenth Skate Party. In partnership with Roll Around Seatown, the Juneteenth Skate Party was held at Judkins Park with complimentary skate rentals. NAAM and partners offered a variety of other activities including two yoga classes hosted by our partners Corepower Yoga. The Skate Party also featured local vendors, amazing music, and great food.
JUNETEENTH DAY CELEBRATION IMPACT NUMBERS

Thanks to our sponsors we were able to bring an inclusive Juneteenth day experience to the community!

3,848
Number of attendees over the weekend

663
KIP African American books freely distributed

200+
Books given away by Friends of SPL

224
Free Skate rentals were passed out

220
Meal tickets distributed to families on Juneteenth

30
New NAAM membership signup
THANK YOU TO OUR SPONSORS, PARTNERS AND VENDORS
JUNETEENTH SKATE PARTY
JUNETEENTH ACTIVATIONS & BOOTHs
NAAM TEAMING UP WITH SEATTLE SPORTS

NAAM DISTRIBUTING BOOKS

NAAM ARTS AND CRAFTS
THE SEATTLE TIMES
Seattle-area events: Juneteenth Week, solstice and more

KUOW.ORG
Seattle museum celebrates Black history, honors Juneteenth

AXIOS SEATTLE
A few Seattle Juneteenth events to check out

EVEROUT
The Best Bang for Your Buck Events in Seattle This Weekend

96.5 JACK FM
Juneteenth Events In Seattle 2023

THE SEATTLE TIMES
Juneteenth draws thousands to Seattle celebrations

SOUTH SEATTLE EMERALD
The ‘Emerald’ Guide to Juneteenth Events, 2023

CAPITOL HILL SEATTLE
Juneteenth 2023 around the Central District: Africatown Summer of Soul, Juneteenth Skate Party Celebration in Judkins Park
"We are so grateful for the book giveaways, we love getting access to so many books written by Black authors about Black characters."

"We can’t wait to share the KIP books we received with our grandchild, nieces, and nephews."

"It’s so great to have NAAM back open. It’s incredible what you all are doing for the community. Thanks for putting all this together for Juneteenth."
SOCIAL MEDIA ENGAGEMENT
@NAAMNW

120+
NAAM REACHED 120% MORE ACCOUNTS DURING JUNETEENTH WEEK

2,379
NAAM REACHED 2,379 NEW ACCOUNTS DURING JUNETEENTH WEEK

136%
NAAM’S ACCOUNT ENGAGEMENT INCREASED BY 136% ACROSS PLATFORMS

3,261
NAAM RECEIVED 3,261 POST IMPRESSIONS DURING JUNETEENTH WEEK

62
NAAM CURATED OVER 62 SOCIAL MEDIA POSTS ACROSS INSTAGRAM, LINKEDIN, FACEBOOK AND TWITTER THROUGH POSTS, STORIES AND REELS
THANK YOU

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