

# Juneteenth with Outdoor Afro



Saturday, June 19, 2021

Outdoor Afro is a national not for profit organization which celebrates and inspires Black connections and leadership in nature.

Started by Rue Mapp as a blog about her passion for nature in 2009, Outdoor Afro has since grown into a cutting-edge nationwide network with 100+ volunteer leaders in 56 cities. Our highly engaged social community is 132K+ strong and we reached 1.7B people via media last year

Our volunteer leaders guide more than 1,000 events each year, reconnecting over 47,000 Black people to nature through activities like hiking, biking, camping, fishing, birding, gardening, skiing, and more. About 65% of our audience is in the 25 - 44 age range and we skew high towards women, about 71%.

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# Juneteenth and Outdoor Afro

Juneteenth is an annual recognition of the moment when 250,000 enslaved Black Americans in Texas were told they were free in the year 1865 – 2.5 years after the Emancipation Proclamation went into effect – January 1, 1863.

Many accounts of this history appear to leave out the “how and why.” How was it possible for President Abraham Lincoln to draft and sign an executive order known as the Emancipation Proclamation abolishing slavery in September 1862 and despite the three months until it took effect, no one told the enslaved?

Why didn't the slave holders tell the enslaved? Why didn't the sheriff tell the enslaved? Why didn't the mayor tell the enslaved? Why didn't the governor tell the enslaved?

Outdoor Afro is sharing what freedom meant to them. **Now we would like to know what freedom in America means to you.**

# How We Will Commemorate

Since many companies are now becoming more aware of Juneteenth and some are treating this as a work holiday, it is especially meaningful for folks to remember that it took two and a half years after the Emancipation Proclamation for 250,000 enslaved people in Texas to get the news that they were free – a tremendous injustice! Outdoor Afro wants to remind people of the truth in three easy steps:

- 1** Encourage 50,000 people to recognize what freedom really means in America by visiting a nearby park, forest or beach in honor of Juneteenth for 2.5 hours [in honor of the 2.5 years freedom was denied for 250,000 enslaved people in Texas].
- 2** Submit written reflections at [outdoorafro.com/juneteenth2021](https://outdoorafro.com/juneteenth2021)
- 3** Outdoor Afro will aggregate, organize and publish some of the reflections.

## BENEFITS OF PARTICIPATION

- **Aligning** yourself with Outdoor Afro – a highly regarded organization that has been featured in *The New York Times*, *The Wall Street Journal*, *O Magazine*, and on *The TODAY Show*.
- **Highlighting** the values of your company while educating them about the true meaning of the day.
- **Improving** morale through creative team building activities during the event.
- **Encouraging** staff to be in nature is to remind them how amazing being outdoors can be.