



Juneteenth 2022: Reflecting on Freedom with Outdoor Afro

SUNDAY, JUNE 19, 2022

Outdoor Afro celebrates and inspires Black connections and leadership in nature. Outdoor Afro is a national not-for-profit organization that celebrates and inspires Black connections and leadership in nature. What started as a kitchen table blog by Founder and CEO Rue Mapp in 2009 has grown into a cutting-edge nationwide network with 100-plus volunteer leaders in 60 cities. “Where Black people and nature meet,” Outdoor Afro reconnects Black people with the outdoors through outdoor education, recreation, and conservation.

HOW OUTDOOR AFRO RECOGNIZES JUNETEENTH

Media created a false narrative of what Juneteenth is by painting it as a “celebration” to the end of slavery in the United States. In reality, it is the date 250,000 enslaved Black Americans in Galveston, Texas, were told they were free on June 19, 1865 – 2.5 years after the Emancipation Proclamation (signed Jan. 1, 1863) went into effect.

Outdoor Afro is correcting this narrative by sharing this history nationwide. To honor this day, we encourage our local communities, partners, supporters, and regional networks to spend time in nature (whether a nearby beach or public park for example). Outdoor Afro invites neighborhoods across the United States to join the network to reflect on and commemorate freedom, asking themselves: “What does freedom mean to me?”

OUR SIMPLE ASKS OF YOU

REGISTER AT outdoorafro.com/juneteenth. By doing so, you’re simply pledging to join us in nature. That’s it. We’re aiming to get 50,000 people outside from anywhere you feel comfortable in nature for only 2.5 hours. Participating helps Outdoor Afro honor the 2.5 years that freedom was delayed for the 250,000 enslaved people of Galveston, Texas.

REFLECT AT outdoorafro.com/juneteenth. Immediately after Juneteenth, Outdoor Afro wants to know how you spent your 2.5 hours outdoors. These nature stories connect to the American storyline by becoming a modern-day change agent to the country’s traumatic past. Outdoor Afro welcomes your nature-rich content to add to its Black joy and Black healing narrative.

WHAT YOU GAIN

Aligning with Outdoor Afro’s mission of celebrating and inspiring Black connections and leadership in nature. As a highly regarded organization for our work in the outdoors, there is the potential for participants to earn national and international recognition with publications and brands like The New York Times, O Magazine, MeatEater, and Outdoor Retailer – all who have recognized our work in recent years.

Highlighting the values of your company culture for all employees, while simultaneously helping Outdoor Afro educate all Americans about the history and true meaning of Juneteenth.

Improving company morale through creative team building and nature-driven activities during the commemoration.

Encouraging staff to experience nature as a daily reminder of how simple connecting with the outdoors can be year-round.

FOR MORE INFORMATION

Contact Outdoor Afro COO Joseph Mouzon at cpo@outdoorafro.com

