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FOR IMMEDIATE RELEASE

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Cool Spring Downtown District Announces Second Annual Juneteenth Jubilee

Occasion To Be Marked With A Two-Day Downtown Celebration

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Fayetteville, N.C. – On behalf of the City of Fayetteville, Cool Spring Downtown District (CSDD) is pleased to announce the second annual two-day Juneteenth Jubilee.

The Juneteenth Jubilee will kick off in the heart of downtown on Saturday June 17, 2023 with a full-day celebration in Festival Park (335 Ray Avenue) from 3:00PM - 9:00PM featuring nationally touring headliners, local performance acts, food trucks, small-business and corporate vendors, artists/artisans, games and other entertainment for the whole family. The festivities will continue on Sunday, June 18 from 2:00PM - 6:00PM, also in Festival Park.

CSDD's Director of Special Projects, Ashanti Bennett, shares the theme for this year's event: "For this year's event we are going to host a 1970s Throwback. One of the most significant eras in Black America was the '70s, during which there was a veritable explosion of cultural and political activity. In the post-civil rights movement era of the 1960s, the '70s produced a new era showcasing the Black experience, pride, and joy in mainstream art, fashion, film, television, and music that continues to have a powerful impact on contemporary culture to this day."

Elaborating further, Bennett shares, "The culture of the '70s has a real multi-generational, multi-racial appeal – my grandmother, my mother, myself, and friends from all walks of life all hit the dance floor when musicians like Barry White or James Brown play over the speakers. The same bellbottoms my mom wore to high school are probably hanging up in someone's closet right now. Questlove's hit documentary Summer of Soul about the Harlem Cultural Festival of 1969, right on the cusp of the '70s, swept the 2022 award season. The era clearly resonates."

Day One of the Jubilee on Saturday will lean into the influence of 70s funk and soul with Sunday's event highlighting gospel and soul performances; both days will include local and nationally touring acts. Art will abound at the Jubilee with a Juneteenth Joyscape community mural and a photo exhibition, "Homegrown: A Photo Exhibit Celebrating Fayetteville Leadership and Community Contributors Born or Excelling in the 1970s. Bounce houses and game tables will be on hand in case attendees want to spark a friendly game of Spades, Dominoes, or Uno or even perhaps a Twister challenge.

NEW THIS YEAR! CSDD is excited to bring an outdoor skating rink to the Jubilee and encourages everyone to pull up their socks and lace up their roller skates for an Old School Skate

Jam (skates provided). In addition to all the fun in the park, the Can-Do Coldwell Trolley will morph into the “Can You Dig It” Trolley, for an educational tour focused on Black Fayetteville in the 1970s, curated in partnership with local historians.

The current list of confirmed Juneteenth Jubilee event sponsors includes Healy Wholesale Company, Inc., MetroNet, Beasley Media Group, and Methodist University, with several more sponsorships pending. To learn more about a variety of sponsorship opportunities, email bianca@coolspringfay.org.

One of CSDD’s stated objectives with Juneteenth Jubilee is to showcase Black culture through Black artists and performers and Black-owned small businesses. Please visit CSDD's website at visitdowntownfayetteville.com for application links.

Visitors to and residents of Cumberland County may follow CSDD’s efforts and announcements on their website at visitdowntownfayetteville.com, on Facebook at [@CoolSpringFAY.org](https://www.facebook.com/CoolSpringFAY.org) or [@downtownfayetteville](https://www.facebook.com/downtownfayetteville), or on Instagram at [@coolspringdowntowndistrict](https://www.instagram.com/coolspringdowntowndistrict) or [@downtownfay](https://www.instagram.com/downtownfay).

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The Cool Spring Downtown District, Inc. is a charitable, nonprofit corporation formed in 2017 to create and sustain an arts and entertainment district located in downtown Fayetteville, North Carolina, as a vibrant center of artistic, cultural, civic and commercial activity. Learn more at visitdowntownfayetteville.com.

For all media inquiries and more information, contact Chief Executive Officer Bianca Shoneman at bianca@coolspringfay.org or (910) 223-1089.