



Contact: Bianca Shoneman, Chief Executive Officer

Phone: (910) 223-1089

Email: bianca@coolspringfay.org

FOR IMMEDIATE RELEASE

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Cool Spring Downtown District Announces Third Annual Juneteenth Jubilee
Occasion To Be Marked With A Festival in the Park

[For Promotional Materials](#)

Fayetteville, N.C. – On behalf of the City of Fayetteville, Cool Spring Downtown District (CSDD) is pleased to announce the return of the third annual Juneteenth Jubilee: Their Wildest Dreams.

The Juneteenth Jubilee will kick off in the heart of downtown on Saturday June 15, 2024, with a full-day celebration in Festival Park (335 Ray Avenue) from 1:00PM - 9:00PM featuring nationally touring headliners, local performance acts, food trucks, small-business and corporate vendors, artists/artisans, history, games and other entertainment for the whole family.

Organizers are excited to announce the musical talent for this year's celebration. The opening headliner is two-time Grammy nominated, Pierce Freelon. Freelon's joyful music blends hip-hop, electronic jazz and soul. His modern and dynamic sound is inspired by his journey as a millennial dad and is carefully crafted for today's modern families. Through honest and playful lyrics, rich melodies and fresh beats, he shares his story and welcomes kids and adults to his world. Pierce's critically acclaimed work has been featured on the TODAY Show, NPR, Billboard, Rolling Stone, Parents Magazine and the PBS Kids animated series' Alma's Way and Work it Out Wombats! He founded *Blackspace*, a digital maker space offering teens free programming rooted in Afrofuturism. He is also the co-creator and talent of the PBS Kids podcast "Jamming on the Job" and has written two children's picture books with Little Brown. Pierce is currency GRAMMY nominated alongside his mother, jazz singer Nnenna Freelon, for their first family album together, *AnceStars*.

The marquee headliner this year is Skip Marley. The maternal grandson of Bob Marley, Skip Marley is part of the legendary reggae family that also includes his mother, Cedella, and uncles Ziggy, Stephen, and Damian Marley, yet his own sound adds touches of contemporary pop, rap, and rock forms. Born in Kingston, Jamaica and raised in Miami, Florida, Skip is a self-taught musician who first performed at the age of 15, when his uncle Stephen prompted him to sing the chorus of "One Love" on-stage. In 2016, Skip debuted on the family's Island-distributed Tuff Gong label with the ballad "Cry to Me." After he signed with Island Records proper, he debuted on the label with the dramatic, pop-oriented anthem "Lions." A week later, Katy Perry released "Chained to the Rhythm," a collaboration with Skip, and the two performed it at the 59th Annual Grammy Awards. The single quickly became a Top Ten pop hit in several countries.

Rather than rush into making an album, Skip spent the next three years developing his sound with dynamic tracks like "Calm Down" and "Refugee", as well as 2019 collaborations with his uncle Damien ("That's Not True") and H.E.R. ("Slow Down"), the latter of which hit number one on Billboard's Adult R&B Songs chart. In 2020, Skip enlisted Rick Ross and Ari Lennox for the track "Make Me Feel," which, along with other contemporaneous singles, was included in his debut EP, *Higher Place*, which was nominated for a Grammy Award for Best Reggae Album. That same year, Skip was also nominated for an NAACP Image Award for Outstanding New Artist.

The City of Fayetteville are the title sponsors of the Juneteenth Jubilee. In 2021, when Juneteenth was made a federal holiday, the City voted to make it an official holiday, as well as contract with CSDD to curate a new celebration here in Downtown Fayetteville. "Juneteenth event is about commemorating a pivotal moment in history; and affirming our commitment to diversity, equality and community," says City of Fayetteville Mayor, Mitch Colvin. "It's an opportunity for us to reflect on our past, celebrate progress and unite in our ongoing journey towards a more inclusive and equitable future."

CSDD's Director of Special Projects, Ashanti Bennett, shares the spirit for this year's event: "When I first started thinking about this year's Jubilee, the phrase "we are our ancestors' wildest dreams" kept catching in my head. I look around at the accomplishments of Black Americans across the country and the globe, not to mention the inspiring excellence right here in Fayetteville, the barriers that we continue to break, the leadership and advancement of the culture, and the joy we continue to express even in the face of turmoil. I can't help but reflect on the wonder and pride that our ancestors would feel if they could see us now. Current events both here and around the globe are so tumultuous; for this year's celebration, we truly want to lean into a vibe of joy and uplifting positivity."

In addition to all the fun in the park, the Can-Do Coldwell Trolley will return to offer festival-goers a chance to take an educational tour focused on the history of Juneteenth and black history here in Fayetteville, curated in partnership with local historians from Fayetteville State University.

The current list of confirmed Juneteenth Jubilee event sponsors includes ABC-11, Healy Wholesale Company, Inc., Beasley Media Group, and Cape Fear Valley Health System, with additional sponsorships pending. To learn more about becoming a Juneteenth Jubilee sponsor, please email Bianca Shoneman, CSDD President/CEO at bianca@coolspringfay.org.

One of CSDD's stated objectives with Juneteenth Jubilee is to showcase Black culture through Black artists, performers, and Black-owned small businesses. For more information or vendor application links, please visit CSDD's website at visitdowntownfayetteville.com. Visitors and residents of Cumberland County may follow Cool Spring Downtown District's efforts and announcements on their website at visitdowntownfayetteville.com, as well as CSDD's social media 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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About CSDD:

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. Visit: visitdowntownfayetteville.com for more about CSDD. For all media inquiries and more information, contact Chief Executive Officer Bianca Shoneman at bianca@coolspringfay.org or (910) 223-1089.

About the Artists:

*Pierce Freelon has traveled the world educating youth about Hip Hop, beat making and Black culture. He founded [Blackspace](#), a digital maker space offering teens free programming rooted in Afrofuturism. His GRAMMY® nominated children's music albums *AnceStars* (2023) and *Black to the Future* (2021) have been featured on Today Show, NPR and Billboard. He has written songs for the PBS Kids animated series' *Alma's Way* and *Work it Out Wombats!* Pierce co-founded *Beat Making Lab*, an Emmy Award-winning PBS web-series. Pierce is the author of two children's picture books with Little, Brown Books for Young Readers: *Daddy and Me: Side by Side* (2023) and *Daddy-Daughter Day* (2022). He is co-creator of the PBS Kids podcast *Jamming on the Job* and is the voice of its star *Beat-master BoomBox!* He is the writer, composer and co-director of the animated series *History of White People in America*, an official selection of the Tribeca Film Festival. He has taught in the departments of Political Science, Music and African, African American and Diaspora Studies at the University of North Carolina at Chapel Hill and North Carolina Central University, and is a former Durham, NC City Councilman.*

*In 2016, Skip Marley debuted on the family's Island-distributed Tuff Gong label with the ballad "Cry to Me." He rose to prominence after being featured on Katy Perry's 2017 hit "Chained to the Rhythm," which he followed over the next few years with several singles of his own. The languorous "Slow Down," his chart-topping 2019 collaboration with H.E.R., was included on his debut EP, *Higher Place*, the following year. In 2020, Skip enlisted Rick Ross and Ari Lennox for the track "Make Me Feel," which, along with other contemporaneous singles, was included in his debut EP, *Higher Place*, that August. *Higher Place* was nominated for a Grammy Award for Best Reggae Album. That same year, Skip was nominated for an NAACP Image Award for Outstanding New Artist.*