

FOR IMMEDIATE RELEASE



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Dear Media Partners,

The inaugural festival Media Kit is available for usage at: <https://omahafreedomfestival.com/press/>. It has been specifically designed to help promote Freedomtainment, the Omaha Freedom Festival, and the Juneteenth Holiday. Freedomtainment is a 501C3 non-profit organization located in North Omaha, NE and was created by North Omaha natives Tim Anderson and Calvin Williams. Both Tim and Calvin created Freedomtainment with a mission to Educate, Empower, and Entertain the people of Omaha, NE. They are passionate about educating Omaha communities on the culture of North Omaha and bringing awareness to local, social, and business resources.

In order to carry out their mission and celebrate Juneteenth, a holiday honoring the emancipation of those enslaved in the United States, Freedomtainment is hosting the Omaha Freedom Festival. This year's festival will take place on **Saturday, June 19th, 2021 from 12 PM to 12 AM at the Outside Amphitheatre of the Malcom X** at 3448 Evans Street, Omaha, NE. The Festival was made possible through the combined efforts of community sponsors, personal donations, and the countless numbers of volunteers giving their time to make this event a reality.

In addition to more information about Freedomtainment, the Omaha Freedom Festival, the Juneteenth Holiday, and the UNO Service-Learning Academy program which has created the marketing and communication messaging; this Media Kit contains:

- Background on Freedomtainment & the Omaha Freedom Festival
- A Festival Schedule with Map
- Information about Main Stage Acts
- Taste of Freedom Ice Cream Partnership with Ted & Wally's & Brownie Bar Omaha
- The story of Calvin Williams creating Freedomtainment and its vision during the pandemic
- History of Juneteenth
- Press Releases

Thank you for helping us to Educate, Empower & Entertain the Omaha, Nebraska community about North Omaha culture.

Sincerely,

Calvin Williams
OmahaFreedomFestival.com
Freedomtainment.com

BACKGROUND - English

About Freedomtainment



Freedomtainment, a new 501(c)3 non-profit was started amidst the pandemic in early 2020 by Tim Anderson and Calvin Williams, long-term residents of North Omaha seeking to celebrate African American culture and share its rich history with the Omaha community thru Education, Empowerment and Entertainment. Its key programs consist of the Omaha Freedom Festival, Critical Hits, North Side State of Mind and Let Freedom Read. www.Freedomtainment.com.

About Omaha Freedom Festival



The Omaha Freedom Festival is hosted by Freedomtainment, a 501c3 non-profit organization located in North Omaha, Nebraska, and celebrates the national Juneteenth holiday which honors the emancipation of those enslaved in the United States. The Festival extends the NAACP Juneteenth Parade to an all-day family-friendly event at the Malcolm X Memorial Foundation's outdoor amphitheater. The inaugural Festival will take place on June 19, 2021. www.OmahaFreedomFestival.com.

BACKGROUND – Spanish

Acerca de Freedomtainment



Freedomtainment, una nueva organización sin fines de lucro 501©3 se inicio en medio de la pandemia a principios de 2020 por Tim Anderson y Calvin Williams, residentes del Norte Omaha por mucho tiempo que buscan celebrar la cultura Afroamericana y compartir su rica historia con la comunidad de Omaha a través de Educacion, Empoderamiento y Entretenimiento. Sus programas importantes consisten en el Festival de la Libertad de Omaha (Omaha Freedom Festival), Critical Hits, North Side State of Mind y Let Freedom Read. www.Freedomtainment.com.

About Omaha Freedom Festival



El Festival de La Libertad de Omaha esta organizado por Freedomtainment, una organización sin fines de lucro 501 c3 ubicada en el Norte de Omaha, Nebraska, y celebrara el evento nacional del Día de la Emancipación que honrara la Emancipación de los esclavizados en los Estados Unidos. El Festival tendrá un desfile para el Día de la Emancipación presentado por el NAACP y se continuará la celebración con un evento familiar que tomará el resto de la tarde en el anfiteatro al aire libre de Malcolm X Memorial Foundation. El Festival inaugural tendrá lugar el 19 de junio del 2021. www.OmahaFreedomFestival.com.

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