



THE FIGHT FOR FREEDOM CONTINUES...

## FOR IMMEDIATE RELEASE

**BOB Rewards Club**

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## JUNETEENTH MINNESOTA 2025

### The Juneteenth Experience

#### *Jubilee Parade - Slave Exhibit - Festival - Theatrical Production - Competitions*

**Minneapolis and Rochester, MN - March 1, 2025** - BOB Rewards Club is thrilled to announce that it will be hosting the **4th Annual Juneteenth Minnesota Parade, Slave Exhibit, Festival and Theatrical Production** called “The Last To Know”. ([www.JuneteenthMinnesota.com](http://www.JuneteenthMinnesota.com)) **Saturday, June 7th at the Mayo Civic Center in Rochester, MN, and Thursday, June 19th in Minneapolis on West Broadway Avenue from Lyndale to Girard Avenues North from 12 to 6 PM.** The Jubilee Parade starts at 11:30 am, starting from Girard Avenue North and ending on Lyndale Avenue North. As a greater Minnesota community-driven event that celebrates the rich history and culture of Native Black Americans and commemorates the emancipation of enslaved people in the United States, the Juneteenth celebration promises to be an exciting and meaningful experience for all attendees.

For the past 3 years, BOB Rewards Club has hosted the largest Juneteenth celebration in Minnesota and is committed to helping black-owned businesses grow and succeed while addressing the socio-economic disparities and injustices within the Black community. As the creator of Juneteenth Minnesota, BOB Rewards Club is dedicated to creating an inclusive space and providing a platform for everyone to come together and celebrate the Black experience. We expect the largest attendance of 5K attendees or more. For those who use Metro Transit, there are free transportation passes for the event on **Thursday, June 19, 2025. Each event is FREE and open to the public to join us for fun, learning, and exploration for the whole family.** Learn more about BOB Rewards Club at [www.bobrewards.club](http://www.bobrewards.club).

**On Saturday, June 7th**, BOB Rewards Club welcomes all Minnesota residents to join us for **The Juneteenth Experience at the Mayo Civic Center located at 30 Civic Center Drive, Rochester, MN 55904**, where we will host our first theatrical production titled “The Last To Know”. This production explores the history of Native Black Americans with characters from the Seminole, Chickasaw, Creek, Blackfoot, Cherokee, and Choctaw Black Indian communities. We dive into the enslavement of Black American Natives before 1619 and their enslavement on their own lands, but educating others on the economics of the Trans-Atlantic Chattel Slavery, the Oklahoma Trail of Tears from Florida through the Tennessee Valleys, freed and sold in Missouri and ended up in Texas not knowing slavery ended two years earlier. There are 5 (45-minute) Segments to “The Last To Know”: **1) The Inception of Greed; 2) The Wicked Institution; 3) The Endurance of Enslavement; 4) Freedom Day; and, 5) The Struggle Continues.** Each segment includes live music, dance, poetry, speakers, and community influencers. Plus, Journie, a local Rochester, MN, nonprofit organization that works with at-risk youth, will be crowning the Mr. and Miss Juneteenth, who will receive college scholarships.

**On Thursday, June 19th on West Broadway from Lyndale to Girard Avenues North 55411**, this year’s Juneteenth celebration will feature 4 Live Stages, with a diverse lineup of Live Entertainment and lots of activities, Food Trucks & Caterers, Business Marketplace, Schools and Community Organizations, Slave History Exhibition focusing on Agriculture and the “Cash Crops” that helped to build America, and Native Black Americans from 6 Black Indian Tribes, Mini-carnival, Gaming, and DIY Activities, where “Everyone Is A Winner”. New activities this year include Youth Explorations in Health Care, Construction Trades and Food Science, Water Sports; Car, Motorcycle, and Bicycle Shows that are open to the public; and Tailored Themes (Spirituality, Black American Music, Social Activism and Justice Reform, Chicago, Rondo Community Businesses, Health and Wellness, Agriculture, and Animals). **The event will kick off with a short parade at 11:30 followed by the celebration.**

This year’s **Event Competitions** include: **1) Art; 2) Cowboy and Line Dancing; 3) Drill Teams; 4) Car/Motorcycle/Bicycle Show; 5) BBQ Cook-Off.** The competitions will be judged by both juried and by a ballot for

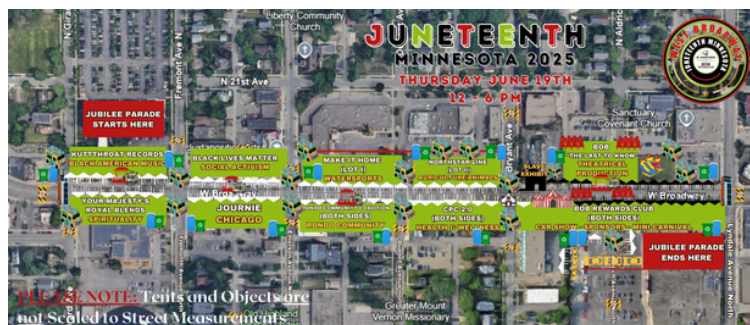












the public to decide the winners. The winners will receive Awards, and monetary gifts will be presented and given to winners at the events.

We've partnered with several community organizations to bring the overall theme **"It's About Community"**. Joining us for our first Adopt-A-Block program are Rondo Block Party, aka Rondo Community Coalition (Ronald Buford), Project Sweetie Pie and the Northstar Line (Michael Chaney), CPC 2.0 (Shanasha Whitson), Make It Home (Jarmel Perry), Black Lives Matter (Todd Gramenz), Journie (Nashauna Lenoir Johnson), Your Majesty's Royal Blends (Jennifer Jones), Kutt Throat Entertainment and Records (Chuck Porter). Each of our community partners brings a different theme to the celebration, focusing on a variation of areas. Please see the map below.

BOB Rewards Club encourages everyone to join in the celebration of Juneteenth and support our efforts to uplift, educate, and create economic development opportunities for the Black communities in remembering the importance of celebrating Juneteenth as a National Holiday observance.

For more information about Juneteenth Minnesota and [The Juneteenth Experience](https://www.JuneteenthMinnesota.com), visit [www.JuneteenthMinnesota.com](https://www.JuneteenthMinnesota.com). For media inquiries, please contact Michelle Gibson, Founder and Executive Director of BOB Rewards Club, for all interviews.



- PLEASE NOTE: Texts and Objects are not Scaled to Street Measurements**
-  Live Entertainment & Speaker Stages
  -  Sponsor Exhibits
  -  Car Show
  -  Non-Food Vendors
  -  Spectator Chairs
  -  Porta Potties
  -  Inflatables
  -  Food Trucks w/Propane
  -  Trash & Recycling Bins
  -  Medical Tent
  -  Generators
  -  Street Barricades
  -  Mini Carnival
  -  Buses & RV Vehicles

