



2023

JUNETEENTH WEEK
IMPACT REPORT



Northwest
African American
Museum

THANK YOU TO OUR JUNETEENTH SPONSORS



IMPACT SUMMARY

03

3

PROGRAMS
EVENT DATES

JUNE 17, JUNE 18, JUNE 19

4,200

**VISITORS REACHED AND
AT NAAM'S IN-PERSON
COMMUNITY ACTIVATIONS**

35

VENDORS

10

SPONSORS

10

EVENT PARTNERS

663

KIP BOOK DISTRIBUTED

5

FILMS SHOWN





EVENT OVERVIEW

04

YOUTH DAY | SATURDAY JUNE 17

NAAM's 3-Day Juneteenth Celebration begins with Youth Day. Throughout the day we hosted a soccer and baseball clinic with the Sounders FC and Mariners, Knowledge is Power Book Giveaway, a game show, and more. Seattle Children's Theatre presented live storytelling. NAAM was also excited to announce the launch of the Sistah Sci Fi Book Vending Machine, which was available in the museum during the celebration and beyond.

FILM FESTIVAL | SUNDAY JUNE 18

The second day of NAAM's 3-Day Juneteenth Celebration was the NAAM Film Festival. Attendees enjoyed 5 breathtaking and inspiring documentaries about Juneteenth, Black history, and liberation.

SKATE PARTY | MONDAY JUNE 19

The final day of NAAM's 3-Day Juneteenth Celebration was the Juneteenth Skate Party. In partnership with Roll Around Seatown, the Juneteenth Skate Party was held at Judkins Park with complimentary skate rentals. NAAM and partners offered a variety of other activities including two yoga classes hosted by our partners Corepower Yoga. The Skate Party also featured local vendors, amazing music, and great food.

JUNETEENTH DAY CELEBRATION IMPACT NUMBERS

05

Thanks to our sponsors we were able to bring an inclusive Juneteenth day experience to the community!

3,848

Number of attendees
over the weekend

663

KIP African American
books freely distributed

200+

Books given away by
Friends of SPL

224

Free Skate rentals were
passed out

220

Meal tickets distributed to
families on Juneteenth

30

New NAAM
membership signup



THANK YOU TO OUR SPONSORS, PARTNERS AND VENDORS

06



JUNETEENTH SKATE PARTY



JUNETEENTH ACTIVATIONS & BOOTHS

08





NAAM TEAMING UP WITH SEATTLE SPORTS



NAAM DISTRIBUTING BOOKS



NAAM ARTS AND CRAFTS



JUNETEENTH PRESS

THE SEATTLE TIMES

Seattle-area events:
Juneteenth Week, solstice
and more

KUOW.ORG

Seattle museum celebrates
Black history, honors
Juneteenth

AXIOS SEATTLE

A few Seattle Juneteenth
events to check out

EVEROUT

The Best Bang for Your Buck
Events in Seattle This
Weekend

CAPITOL HILL SEATTLE

Juneteenth 2023 around the Central
District: Africatown Summer of Soul,
Juneteenth Skate Party Celebration
in Judkins Park

SOUTH SEATTLE EMERALD

The 'Emerald' Guide to
Juneteenth Events, 2023

THE SEATTLE TIMES

Juneteenth draws
thousands to Seattle
celebrations

96.5 JACK FM

Juneteenth Events
In Seattle 2023

THE SEATTLE TIMES

Juneteenth 2023: 5 Seattle
leaders share what the
holiday means to them



TESTIMONIALS

11

"We are so grateful for the book giveaways, we love getting access to so many books written by Black authors about Black characters."

"We can't wait to share the KIP books we received with our grandchild, nieces, and nephews."

"It's so great to have NAAM back open. It's incredible what you all are doing for the community. Thanks for putting all this together for Juneteenth."

SOCIAL MEDIA ENGAGEMENT

@NAAMNW

12

120+

NAAM REACHED 120%
MORE ACCOUNTS DURING
JUNETEENTH WEEK

2,379

NAAM REACHED 2,379
NEW ACCOUNTS DURING
JUNETEENTH WEEK

136%

NAAM'S ACCOUNT
ENGAGEMENT INCREASED
BY 136% ACROSS
PLATFORMS

3,261

NAAM RECEIVED 3,261 POST
IMPRESSIONS DURING
JUNETEENTH WEEK

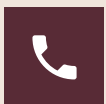
62

NAAM CURATED OVER 62 SOCIAL MEDIA
POSTS ACROSS INSTAGRAM, LINKEDIN,
FACEBOOK AND TWITTER THROUGH
POSTS, STORIES AND REELS

THANK YOU



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www.naamnw.org/

