FOR IMMEDIATE RELEASE

Release Date: June 1, 2025

Contact:

Rada B. Mills

Public Relations, Apex Juneteenth Festival

rada@burtandbrewington.com | 919-244-1435

apexjuneteenth.com

Fifth Annual Apex Juneteenth Festival Returns June 21 with Theme "EMANCIPATE"

Apex's signature cultural celebration marks five years of community, creativity, and remembrance

The Apex Juneteenth Festival returns for its highly anticipated fifth year on Saturday, June 21, 2025, at the Apex Town Hall Campus. With the powerful theme "EMANCIPATE," this milestone celebration honors the past, uplifts the present, and inspires a more just and joyful future.

Founded in 2021 by Apex community leader TJ Evans and Mayor Jacques K. Gilbert, the festival has evolved into a dynamic cultural gathering that blends tradition, youth empowerment, and artistic expression. From tech-forward exhibits to local student showcases, this year's festival offers one of the most expansive and interactive Juneteenth experiences in North Carolina.

"When we started Juneteenth in the Peak in 2021, our mission was to bring the community together through education, celebration, and healing. Five years later, this festival has become a space for unity, youth empowerment, and cultural pride. This year's theme, Emancipate, is a reminder that freedom means breaking down the barriers-seen and unseen-that still impact our communities. We're proud of the progress and excited to keep building a future where everyone has the opportunity to thrive."

- TJ Evans, Founder, Apex Juneteenth in the Peak Festival

2025 Festival Highlights Include:

- Live Performances by Dee-1, Calienté Babe, Sonny Miles, Pierce Freelon, DJ Brian Dawson, and Big Ron

- Apex Black History Exhibit; Wax Museum; Artwork Installation by Middle Creek High School

- Virtual MLK Activation by NC State; Family Search Genealogy Station

- Juneteenth Story Hour with authors Andrea Petifer & Ana Latese

Innovation, Wellness & Comfort

The festival grounds will feature amenities designed for accessibility and care, including a Lactation Station for nursing parents and a dedicated Senior Comfort Zone-a shaded area with seating for elders to relax, convene, and enjoy the festivities at their own pace. Additional features include a Golf Simulator presented by Pin Point Raleigh, a Basketball Court powered by United Futsal, Bouncy Houses, a Bubble Machine, a Photo Booth, and wellness activations such as a Mobile Health Screening Bus, a Food Pantry hosted by White Oak Foundation, and a Free Haircut Bus provided by G.R.O.

Vendors, Food Trucks & Community Booths

Enjoy savory, sweet, and vegan options while shopping local Black-owned businesses and connecting with community-based organizations.

The Apex Juneteenth Festival remains free and open to the public. The event is made possible through the dedication of volunteers, students, businesses, and the Town of Apex.

To become a sponsor, volunteer, vendor, or partner-or to view the full event schedule-please visit apexjuneteenth.com. Follow the celebration on Instagram and Facebook @ApexJuneteenth and join the conversation using #Emancipate2025 and #JuneteenthInThePeak.

Media Inquiries:

To request interviews with founder TJ Evans, Mayor Jacques K. Gilbert, or any of the featured performers or partners, please contact: Rada B. Mills at rada@burtandbrewington.com or 919-244-1435.

About Juneteenth in the Peak:

Launched in 2021, the Apex Juneteenth Festival commemorates the emancipation of enslaved African Americans and celebrates Black freedom, joy, and resilience. Centered on Education, Youth Empowerment, and Unity, the festival has grown into a space where history meets innovation, culture sparks community, and every voice is celebrated.