

FOR IMMEDIATE RELEASE

Juneteenth South Broward Celebrates 10th Anniversary with Parade, Festival, Community Activities, and Cultural Celebration

HOLLYWOOD, FL – June 2026 — Juneteenth South Broward is proud to announce the **10th Anniversary Juneteenth Parade and Festival**, a milestone celebration honoring freedom, resilience, culture, and community in Hollywood, Florida. Founded by community advocate **Georgette Lasley**, the event has grown from a small local procession into one of South Florida's most recognized Juneteenth celebrations.

This year's celebration commemorates a decade of perseverance and community engagement while honoring the significance of Juneteenth—the day marking the emancipation of enslaved African Americans in the United States.

"What started as a vision to educate people about Juneteenth has evolved into a community-wide celebration of freedom, progress, and hope," said Lasley. "This 10-year anniversary is a testament to the power of faith, determination, and community support."

Parade Route and Festival Activities

The Juneteenth Parade will begin at **Butler's Temple, 5701 Flagler Street**, proceeding south to Fletcher Street, continuing to 56th Avenue, then to Washington Street, and concluding at **Washington Park Community Center**, where the festival festivities will continue throughout the day.

When: Saturday, June 20, 2026 from 10:00 am - 6:00 pm

Attendees can look forward to:

- Live entertainment and cultural performances
- Food and merchandise vendors
- VIP seating and hospitality areas
- Family-friendly activities
- Giveaways and community resources

- A petting zoo
- Youth basketball three-point shootout competitions
- The inaugural Sweet Potato Pie Contest, featuring a **\$1,000 grand prize** for the winning entry

Youth participants in the three-point shootout will compete for cash prizes of **\$200** and **\$300** in their respective age divisions.

A Legacy of Community Impact

Lasley's commitment to Juneteenth stems from a lifelong passion for preserving African American history and ensuring future generations understand the significance of freedom and progress. Through years of advocacy and community organizing, she helped bring Juneteenth into the public spotlight in Hollywood long before it became a federal holiday.

The celebration is supported in part by **Sweetheartz Community Cafe**, a nonprofit organization founded and operated by Lasley for approximately 15 years. The organization provides vital services to the community, including:

- Free weekday breakfasts for approximately 170 senior citizens
- Veterans outreach and meal assistance
- School supply drives
- Community holiday programs
- Housing assistance referrals and support
- Youth and family enrichment activities

"Juneteenth is more than a parade," Lasley said. "It's a celebration of freedom, community, and the progress we've made together. We invite everyone to join us as we celebrate 10 years of honoring our history and building a stronger future."

Sponsorship and Community Support

As Juneteenth South Broward continues to grow, organizers welcome support from sponsors, community partners, and volunteers interested in helping sustain and expand the celebration for future generations.

About Juneteenth South Broward

Juneteenth South Broward is dedicated to preserving and promoting the history, culture, and significance of Juneteenth through educational programming, cultural events, and community

engagement initiatives. Since its founding, the organization has worked to create inclusive celebrations that honor the past while inspiring future generations.

Media Contact

Georgette Lasley

Founder, Juneteenth South Broward

(954) 237 - 9844

juneteenthsouthbroward@gmail.com

www.juneteenth.site