

FOR IMMEDIATE RELEASE – April 2021



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Freedomtainment launches to Educate, Empower and Entertain the community about North Omaha Culture starting with the inaugural Omaha Freedom Festival celebrating the national Juneteenth Holiday on June 19, 2021 at Malcolm X.

Omaha, NE – On June 19, 2021, North Omaha-based nonprofit Freedomtainment is hosting the inaugural Omaha Freedom Festival. This event, held immediately following the Omaha NAACP Juneteenth Parade, will invite the Omaha community, College World Series fans, and Olympic Swim Trial spectators into a time of community building, education, entertainment, and fun at the Malcolm X Memorial Foundation Amphitheater from 12noon to 12midnight. The Omaha Freedom Festival will be an Omaha-wide introduction to Freedomtainment as a new community partner with the mission to, *Educate, Empower, and Entertain the Omaha, Nebraska community about North Omaha culture while bringing awareness to local, social and business resources.*

The Festival is a free family-friendly event from noon to 5:30pm offering family & kids activities, arts & crafts, food & beverages, health screenings and access to community resources. Throughout the day, local acts will take the main stage to showcase their artistic talent. But first, **Dr. Cynthia Robinson**, Director of the University of Nebraska at Omaha’s Black Studies department, will kick off the event by reading the **Emancipation Proclamation**.

At 7pm, a live musical performance featuring national acts to include **Juvenile**, **Michel’le** and the **Keeshea Pratt Band** will begin. **Enjoli Mitchell**, a singer and songwriter from North Omaha known as *The Voice of the Streets* will be featured with her band, **Timeless**, known for their R&B soulful love songs. General admission tickets (\$25) and VIP tickets (\$50) can be obtained at Eventbrite or at LeFlore’s Fashions. It is with great thanks to Quality Clinical Research and the Blues Society of Omaha that these musical artists will make their presence in Omaha. Freedomtainment is committed to creating a safe and fun experience implementing health and safety best practices as outlined by the Douglas County Health Department and the CDC.

UNO Students Bring Diversity & Creativity

Freedomtainment has enlisted Heather Nelson’s Principles of Marketing students at the University of Nebraska at Omaha (UNO) as part of a Service Learning Academy course to assist with the marketing needs of the Omaha Freedom Festival. The students are not only learning about community engagement; but how to brand and promote a new entity from start-up.

The class is structured as if the students are a full-service Marketing Agency providing market research, communication, content creation, design and public relations support. “On the first day of class when Mr. Williams joined us over zoom to introduce Freedomtainment as our class partner, he stated that everyone has a Super Power – something that they do well and enjoy. He encouraged the students to be sure to use their powers to benefit not only themselves, but their communities. We

turned his message into our final class assignment where each are using their Super Powers (talents, knowledge and passion areas) individually or in small groups to add to the class outcomes. As an Instructor, it is exciting to take the marketing knowledge we are discussing and directly apply it in real life, moving beyond the traditional classroom structure,” noted Heather Nelson.

“The diversity that the Student Learning Academy has brought to the Omaha Freedom Festival is indescribable,” said Calvin Williams, “The content created by the students from the blog writing to the social media posts, has helped to educate our community about the Mission. It is exciting, fresh and on point. This partnership has helped to expand the infrastructure and bring attention to the Juneteenth Holiday and the Omaha Freedom Festival to showcase North Omaha’s rich culture.”

To see the student’s blogs posted, go to: <https://omahafreedomfestival.com/category/the-blog/>
To see the student’s social media posts, go to: <https://www.facebook.com/OmahaFreedomFestival>

BACKGROUND

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 the University of Nebraska at Omaha



Located in one of America’s best cities to live, work and learn, the University of Nebraska at Omaha (UNO) is Nebraska’s premier metropolitan university. With more than 15,000 students enrolled in 200-plus programs of study, UNO is recognized nationally for its online education, graduate education, military friendliness and community engagement efforts. Founded in 1908, UNO has served learners of all backgrounds for more than 100 years and is dedicated to another century of excellence both in the classroom and in the community. www.UNOmaha.edu.

About the University of Nebraska at Omaha’s Service Learning Academy



The Academy supports UNO faculty to develop courses in collaboration with community organizations, governmental agencies, and P-12 faculty. Projects serve the community and create valuable experiences. Students’ learning goes beyond the classroom as they apply their knowledge to real-life situations in the community. The integration of academic knowledge with a service learning experience prepares students to work and serve in an increasingly diverse and challenging environment. This makes students more desirable for future employment and increases their sense of civic engagement. <https://www.unomaha.edu/service-learning-academy/>

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