

## 2025 Opal's Walk for Freedom Media Coverage Guidelines



**OPAL'S  
WALK FOR  
FREEDOM**

BROADCASTED LIVE ON   
LIVE PERFORMANCES, VENDORS,  
ACTIVATIONS.  
STAGING AT 7:30AM,  
WALK STARTS PROMPTLY AT 9AM

**JUNE 19, 2025  
FARRINGTON FIELD  
FORT WORTH, TX  
WALK STARTS  
AT 9AM**



WWW.OPALSWALK.COM



 [www.juneteenthstrong.com](http://www.juneteenthstrong.com)

**Dallas, Texas Jun 12, 2025 ([Issuewire.com](http://Issuewire.com))** - Dr. Opal Lee's globally syndicated 'Opal's Walk for Freedom' will occur in Fort Worth, Texas, honoring the newest U.S. federal holiday, Juneteenth. Media are welcome to support the event through the guidelines outlined below. We want to ensure that all media members have a safe and smooth experience covering this historic event. Please note the following:

### WHAT

Media are invited to cover the event and conduct onsite interviews.

## WHEN

Thursday, June 19, 2025, 9 am CST to 10 am CST

- 7:20 am CST Press Conference Begins
- 8:00 am CST - Walk Staging Commences
- Before 9:00 am CST - Media to be set up
- 9:00 am CST - Walk Begins
- 9:00 am - 10 am CST - LIVE BROADCAST (NBC): 9 am CST to 10 am CST
- **Ending Point** : Farrington Field, 1501 University Drive, Fort Worth, TX 76107

## WHERE

Media parking will be in the parking lot, and there are three designated media pits for setting up satellite feeds and interviews: at the starting line, midway along the walk route and in Farrington Field across from the main stage.

**It is important to know that the media is prohibited from interfering with filming. Please do not jump in front of the walk at any time during production.**

## MEDIA ROW

The walk proudly supports *The Juneteenth Comedy Celebration*, creating a powerful blend of activism and entertainment to honor the significance of Juneteenth. Participating comedians will join Dr. Opal Lee's team for a special media activation to promote *The Juneteenth Comedy Show*, offering an inside look at the lineup, the inspiration behind the show, and how it complements Dr. Opal Lee's lifelong mission to bring people together through awareness, celebration, and community action. **Located in front of Billingsley Fieldhouse**

## WHO

- Dione Sims, who engineered the Opal's Walk 2 DC campaign, will lead the walk to carry forth the mantle of her grandmother, Dr. Opal Lee, affectionately known as "Grandmother of Juneteenth."
- Nationwide and International Support: 2+ cities participating in person and virtually.
- Broadcast Sponsor - NBC 5 / KXAS
- Walk Interviews conducted by SamaTime and 97.9 The Beat
- Various co-hosts and speakers

### • Performing Artists

- Malcolm Christopher
- Gemini
- Brooklyn Syren
- Brandi Waller-Pace
- Audra Scott
- Princeton Marcellis

- Headliner: Tedashii

## **Juneteenth Comedy Celebrations Comedians**

- Bubba Dubb
- JJ Williamson
- Donnell Rawlins
- Melanie Comarcho
- Earthquake
- Nephew Tommy of the *Steve Harvey Morning Show*
- D.L. Hughley

## **WHY**

Juneteenth represents the triumph of freedom and the enduring pursuit of equality. In times when cultural events and expressions of freedom face challenges, our walk serves as a powerful reminder that the struggle to retain our hard-won freedoms benefits everyone. It is a moment to unite, reflect, and move forward together. Now, more than ever, it is imperative to celebrate the legacy of freedom that Juneteenth embodies, and your partnership is critical as a national organization with incredible influence and reach to ensure that the celebration of our newest federal holiday on a grand scale reinforces our collective commitment to the ideals of freedom and progress.

## **APPROVED DR. OPAL LEE QUOTES**

“Juneteenth should be celebrated from June 19th to the 4th of July”

“ July 4th freed the land, Juneteenth freed the people”

## **VIRTUAL WALKs**

Activations on social media platforms as follows:

- [Register](#) to walk
- Follow the movement: facebook, Instagram,
- Go LIVE on Instagram and join and tag @therealopallee as you walk.
- Post videos on TikTok of how you “Show your 2.5”

## **HASHTAGS**

#UnityWalk #JuneteenthStrong #WalkForFreedom #ShowYour2pt5

## **NOTE TO EDITORS**

- Opal’s Walk 2 DC began in 2016
- 30 cities have hosted Opal’s Walk
- Ms. Opal Lee is a national award recipient and a Hall of Fame inductee.

## **ROUTE**

No media vehicles are allowed along the walk route.

Media check-in is from 4 am to 8 am at the entrance, where you will receive a media badge. You are required to apply for credentials - [please register here](#)

For more information about the event, please refer to the [2025 National Opal's Walk for Freedom press release](#)

Thank you for your cooperation in following these guidelines. We look forward to seeing you at the 2025 Opal's Walk for Freedom.

### **About Unity Unlimited, Inc.**

Unity Unlimited, Inc. is a non-profit organization that produces programs that help communities overcome racial, cultural, and economic divisions. The programs they produce provide educational activities and resources to people to foster unity and harmony regardless of race, culture, or denomination through initiatives such as Juneteenth Strong, a month-long event series celebrating freedom with their brand ambassador, the Grandmother of Juneteenth, Dr. Opal Lee. The Partners and Sponsors support their mission of human dignity through education, culture, and opportunities.

Visit her website: [www.opalswalk2dc.com](http://www.opalswalk2dc.com).

### **Media Contact**

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