

2026 Opal's Walk for Freedom Media Coverage Guidelines



The poster features a group of four women in red jackets with a star emblem, standing in front of a large American flag. The text 'Celebrating Her 100th Year' is written in a gold, cursive font. To the right, a circular logo shows a woman's portrait with the text 'OPAL'S WALK FOR FREEDOM'. Below this, it says 'TAKING PLACE ACROSS THE COUNTRY JUNE 19TH 2026'. A map of the United States is shown with red pushpins indicating walk locations: Fort Worth, TX; Evanston, IL; Grants Pass, OR; Honolulu, HI; Washington, DC; Los Angeles, CA; and Cincinnati, OH. A small figure of a woman in a red jacket is shown walking on the map. The bottom of the poster includes logos for 'Happy 250th Birthday AMERICA', 'JCPenney', 'Hooked ON', 'MOVING PICTURES', 'OUTFRONT media', and 'Juneteenth STRONG WE ARE STRONGER TOGETHER'. A YouTube logo and text 'Watch on YouTube Opal Walk for Freedom Special at 7pm CDT' are also present. A QR code is labeled 'SCAN TO JOIN A WALK NEAR YOU' and the website 'WWW.OPALSWALK.COM' is at the bottom right.

Fort Worth, Texas Jun 15, 2026 (Issuewire.com) - This year's 'Opal's Walk for Freedom' will be hosted by multiple cities across the nation and globally via the Opal's Walk for Freedom Challenge, honoring Dr. Opal Lee's 100th birthday and the 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

Friday, June 19, 2026

- Fort Worth, TX - (**7:20 am) 9:00 am CST
- Cincinnati, OH - 9:00 am CST
- Evanston, IL - (**9:45 am) 10:30 am CST

- Los Angeles, CA - 9:00 am PST
- Grants Pass, OR - 10:00 am PST
- Washington, DC - 10:00am EST

**will host a press conference on the day of and prior to the walk. Please register to attend and coordinate with the host city directly

WHERE

Venues will designate media parking and pits for setting up satellite feeds and interviews at the starting line and midway along the walk route.

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.

WHO

- Walk Leads
 - Dr. Opal Lee, affectionately known as “Grandmother of Juneteenth,” will lead the **Fort Worth, TX** walk along with her great-granddaughter, Robyn Sims, the daughter of Dione Sims
 - Dione Sims, Executive Director of Unity Unlimited, Inc., and granddaughter of Dr. Opal Lee, will lead the walk to carry forth the mantle in **Evanston, IL.**
 - Robert Sims, Jr., the great-grandson of Dr. Opal Lee, will lead in **Washington, D.C.**
- Radio Partner -Radio One
- Various co-hosts, speakers, and artists

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, as a national organization with incredible influence and reach, is critical to ensuring 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 the 19th of June to the 4th of July.”

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

The Opal’s Walk for Freedom Challenge

Activations on social media platforms are as follows:

- [Register](#) to walk
- Follow the movement: Facebook, Instagram: @juneteenth_strong

- Go LIVE on Instagram, join, and tag @therealopallee as you walk.
- Post TikTok videos showing how you “Show your 2.5.”

HASHTAGS

#Opal100

#2026OWF

NOTE TO EDITORS

- Opal’s Walk 2 DC began in 2016
- Ms. Opal Lee is a Medal of Freedom honoree, Nobel Peace Prize nominee, a recipient of several national awards, and a Texas Women’s Hall of Fame inductee.

ROUTE

No media vehicles are allowed along the walk route.

Media check-ins are from 4 am to 8 am at the venue entrances, 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 2026 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 2026 Opal’s Walk for Freedom.

About Unity Unlimited, Inc.

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

Visit Dr. Lee’s website: www.opalswalk2dc.com.

View Dr. Opal Lee’s EPK: <https://adobe.ly/3hs3jg0>

View Dione Sims EPK: <https://dionesimsepk.com/>

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Source : Unity Unlimited, Inc.

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