b. better

Ways to Honor Juneteenth



A blend of the word June and nineteenth, Juneteenth commemorates June 19, 1865 when 2,000 Union troops arrived in Galveston, Texas and announced the end of slavery. This message of freedom was received by more than 250,000 enslaved people in the state, but arrived two years after President Abraham Lincoln issued the Emancipation Proclamation.

The federal holiday is an opportunity to recognize the historic plight of Black people and the continued struggle to overcome inhumanity, systemic racism, and inequality. As Team b. is committed to normalizing conversations around race, we are proudly offering the following tips to aid in our understanding of the past to create a better future together.

The historical legacy of Juneteenth. National Museum of African American History and Culture. (2023, May 17). https://nmaahc.si.edu/explore/stories/historical-legacy-juneteenth

Learn.



The flag is symbolic representation of the end of slavery in the United States. It was created by activist Ben Haith, founder of the National Juneteenth Celebration Foundation. Haith created the flag in 1997 with collaborators and illustrator Lisa Jeanne Graf.

The Star

The white star in the center of the flag has a dual meaning. It represents Texas, the Lone Star State, where Union soldiers brought the message of emancipation to more than 250,000 enslaved people. It now also represents the emancipation

The Burst



The bursting outline around the star is inspired by a nova, a term that astronomers use to mean a new star. This represents a new beginning for African Americans.

of all enslaved people across the United States.

The Arc

The curve that extends across the width of the flag represents a new horizon: the opportunities and promise that lay ahead for Black Americans.

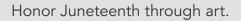
The Colors



The red, white, and blue represents the American flag, a reminder that slaves and their descendants were and are Americans.

Kaur, H. (2022, June 17). The Juneteenth flag is full of symbols. Here's what they mean. CNN. https://www.cnn.com/2022/06/17/us/juneteenth-flag-meaning-explainer-cec/index.html#:~:text=The%20flag%20is%20the%20b rainchild, brought%20their%20vision%20to%20life.

Honor.



Discover artists and changemakers by visiting your local African American museum.

Visit the Smithsonian Libaries website to find a museum near you.

Listen.

Listen to a podcast interview to learn more about the holiday.

> The History and Meaning of Juneteenth

Dr. Daina Ramey Berry, Dean of Humanities and Fine Arts at the University of California, Santa Barbara







Support Black authors through purchasing and reading of their works.

Check out this collection of books:

100 Best Books by Black Authors

What is b. better?

b. better is a campaign that we developed in 2018 to share small - and sometimes big - ways that businesses and individuals can be better.

Check out our b. better guides, and follow us on social media to learn more about how our team embodies the b. better message by contributing to social causes that are near and dear to our hearts.

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