



FOR IMMEDIATE RELEASE

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**FREEDOM NOW FEST RETURNS TO WEST
PHILADELPHIA FOR 2026 CELEBRATION HONORING
DR. MARTIN LUTHER KING JR.'S HISTORIC
FREEDOM NOW RALLY**

Annual cultural festival returns Sunday, August 2nd, 2026 with live music, art, food, film screenings, youth programming, wellness activations, and Black-owned businesses along Lancaster Avenue.



PHILADELPHIA, PA — Freedom Now Fest 2026 will return to Lancaster Avenue in West Philadelphia on Sunday, August 2, 2026 from 1 PM to 6 PM, commemorating 61 years since Dr. Martin Luther King Jr. delivered his historic Freedom Now Rally speech at 40th and Lancaster Avenue in 1965.

Following the success of last year’s inaugural event, Freedom Now Fest returns by popular demand as a growing cultural tradition rooted in remembrance, community engagement, Black history, and collective celebration. The festival transforms Lancaster Avenue between 38th and 40th Streets into a vibrant corridor of live performances, public art, film screenings, local vendors, wellness resources, youth activities, and intergenerational storytelling.

Programming throughout the day will include live jazz bands, DJs, spoken word artists, community acknowledgements at the historic Freedom Now Rally marker, the King’s Market pop-up shops, Avenue of the Eats food vendors, the Dream Builders Kids Zone, art exhibitions, wellness activations, public art installations, and the return of the “King on the Avenue” film screening.

Guests will also have the opportunity to experience the Lancaster Living Legacy Bell, part of Bells Across PA, a statewide public art initiative presented through America250PA and Mural Arts Philadelphia. Designed by artist Akira Gordon, the bell celebrates the spirit and history of West Philadelphia and Lancaster Avenue through imagery honoring community, local businesses, green spaces, the historic trolley system, and influential figures, including Dr. Martin Luther King Jr. and Malcolm X.

Freedom Now Fest is organized by the M.L.K Lancaster Avenue Business Committee in collaboration with local businesses, artists, nonprofit organizations, institutions, and community leaders committed to preserving the cultural legacy of Lancaster Avenue while creating accessible spaces centered around history, culture, healing, and neighborhood pride.

The event is free and open to the public.

EVENT DETAILS

- Freedom Now Fest 2026
- Sunday, August 2, 2026
- 1 PM to 6 PM
- Lancaster Avenue between 38th and 40th Streets
- West Philadelphia, PA
- Free and open to the public

PRESS & MEDIA INVITATION

Members of the press, photographers, bloggers, radio personalities, podcasters, and community media outlets are encouraged to attend and cover Freedom Now Fest 2026.

Interviews with organizers, participating artists, vendors, and community partners may be arranged upon request.

MEDIA ASSETS AVAILABLE

- Festival logos and branding
- Official Save the Date flyer
- High-resolution promotional images
- Event descriptions and sponsor information
- Interview and press coordination

OFFICIAL SAVE THE DATE



**FREEDOM
NOW FEST**

SAVE THE
**DATE AUG 2ND
2026**

38TH TO 40TH & LANCASTER AVE. | FROM 1P TO 6P
FOR DETAILS, VISIT WWW.FREEDOMNOWFEST.COM

ABOUT FREEDOM NOW FEST

Freedom Now Fest is an annual cultural festival held on Lancaster Avenue in West Philadelphia, honoring the legacy of Dr. Martin Luther King Jr.'s historic 1965 Freedom Now Rally speech. Through music, art, film, food, wellness initiatives, youth programming, and community engagement, the festival celebrates Black history, cultural expression, and collective empowerment while connecting past movements to present-day community building.

For updates and additional information, visit www.freedomnowfest.com and use the hashtag #FreedomNowFest.

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Brought to you by The M.L.K Lancaster Avenue Business Committee

