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50501 GA and Project World Cup Spotlight Announce Atlanta Activation During Juneteenth Weekend

International Multi-Host City Campaign Launches Atlanta Programming in Collaboration with Juneteenth Atlanta

ATLANTA, Ga. — June 15, 2026 — 50501 GA, in collaboration with Project World Cup Spotlight, today announced the official Atlanta activation of the international Project World Cup Spotlight campaign, a coordinated multi-host-city initiative taking place across FIFA World Cup host cities as the world turns its attention toward the United States.

The Atlanta activation begins June 20 through a collaborative presence with Juneteenth Atlanta during its annual Juneteenth Music Festival and Parade before continuing with dedicated Project World Cup Spotlight programming on June 21. Organizers say the partnership reflects a shared commitment to community engagement, civic participation, human dignity and the enduring pursuit of freedom and equality.

As the United States approaches the celebration of its 250th year of independence, organizers say the Atlanta activation is intended to recognize both the progress achieved throughout American history and the continuing responsibility to protect democracy, constitutional rights, civil liberties and equal justice for all.

Project World Cup Spotlight is a peaceful international campaign bringing together community organizations, advocates, faith leaders, legal experts, artists and everyday citizens across World Cup host cities under a simple but powerful message: **The World Is Watching.**

The campaign encourages communities to reflect upon how democratic values, constitutional protections and human rights are experienced by all people while fostering meaningful conversations about the future of freedom, justice and democracy in America.

Bob Johnson, founder of the Juneteenth Atlanta Music Festival and Parade, said the connection between Juneteenth and Project World Cup Spotlight is rooted in a shared understanding that freedom requires continual commitment and protection.

"Juneteenth reminds us that freedom was won by the brave — but it must be protected by the united. The work is not over until liberty and justice are lived by all," Johnson said.

"Atlanta is uniquely positioned to help tell this story," said Kimberly Diemert, co-founder of Project World Cup Spotlight. "This city helped shape the Civil Rights Movement and continues to represent the ongoing pursuit of justice, equality and opportunity. As we celebrate Juneteenth and prepare to commemorate 250 years of American independence, we have an opportunity to ask ourselves whether the promise of liberty truly extends to everyone. The world is watching,

and this is our opportunity to demonstrate that democracy is strengthened when we continue expanding freedom, dignity and equal rights for all."

Zack Simmons of 50501 GA emphasized the connection between the nation's historic celebrations and the responsibilities that accompany them.

"July 4th marks our nation's independence. Juneteenth marks the long-awaited arrival of freedom to those who had been promised liberty but denied it in practice. One represents a declaration; the other represents its fulfillment. Both are sacred chapters in the American story, and both remind us that freedom and democracy are not permanent achievements — they are responsibilities. They are fragile, and they survive only when people choose to protect them," Simmons said.

The campaign arrives at a moment when millions of visitors, athletes, journalists and viewers from around the globe will be focused on the United States. Organizers believe this global attention presents a unique opportunity to examine how America continues striving toward its founding ideals while acknowledging the work that remains.

Civil rights attorney Gerald Griggs said the international spotlight accompanying the World Cup presents an opportunity to demonstrate the nation's commitment to democratic values.

"As the world turns its eyes toward the United States during the World Cup, America's leadership will be measured by its commitment to justice, democracy and human dignity for all people," Griggs said.

Atlanta joins other World Cup host cities participating in Project World Cup Spotlight's international campaign, creating a network of local activations connected by a shared commitment to peaceful engagement, storytelling, visibility and democratic values.

As the nation approaches its semiquincentennial and the world gathers for the largest sporting event on earth, organizers say their message remains clear:

Freedom should belong to everyone.

Democracy requires participation.

Human dignity is universal.

And now more than ever, **The World Is Watching.**

For more information:

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