

# FOR IMMEDIATE RELEASE

## 5th ANNUAL BLACK AUGUST BLOCK PARTY East Bay FIGHTS BACK Against the Cancellation of BLACK CONTRIBUTIONS

Oakland, CA — On Saturday, August 30, 2025, from 11:00 AM to 3:00 PM, Building Opportunities for Self-Sufficiency (BOSS) will host the **5TH ANNUAL BLACK AUGUST BLOCK PARTY** at Frank Ogawa Plaza (City Hall), Downtown Oakland—a powerful celebration of Black liberation, resistance, and joy.

Black liberation, resistance, and joy have always coexisted, in moments of reckoning and renaissance, and rooted in the spirit of solidarity and self-determination. Black August honors the legacy of those who have fought for justice, freedom, and dignity within the Black community. BOSS, a longtime Bay Area leader in social justice and human services, transforms this legacy into a vibrant, FAMILY-FRIENDLY EVENT filled with music, healing, culture, and opportunity.



This year's Block Party will feature:

- “COME GET THIS WERC” Job Fair – Employers conducting on-site interviews and offering immediate hiring opportunities
- Black Market – Featuring local Black-owned businesses, artisans, and food vendors
- Youth & Family Zone – With activities including face painting, jumpers, and cultural education
- Healing Village – Mental health resources, wellness screenings, therapy referrals, and more
- Main Stage Performances – Live music, DJs, spoken word, and special guest speakers
- Political Education + Voter Engagement – Highlighting movement history and what's next for Oakland

About BOSS. The mission of BOSS is to help homeless, poor, and disabled people achieve health and self-sufficiency and to fight against the root causes of poverty and homelessness. BOSS develops solutions to mass homelessness, mass incarceration, and community violence and is dedicated to the inclusion of people marginalized by addiction, trauma, criminality, incarceration, poverty, racism, sexism, homelessness, and violence. BOSS serves over 4,000 families and individuals every year at programs in Berkeley, Oakland, San Leandro, and Hayward. For more information on BOSS, visit [www.self-sufficiency.org](http://www.self-sufficiency.org).

**EVENT DETAILS ON 2ND PAGE!!**



**BLACK  
AUGUST  
BLOCK PARTY**

**SATURDAY - 8.30.25  
CITY HALL OAKLAND  
11 AM-3 PM**

**FREE EVENT  
LIVE PERFORMANCES  
BLACK AUGUST MARKET  
COMMUNITY RESOURCES  
JOB FAIR  
FOOD TRUCKS  
ARTISTS' CORNER  
KIDS ZONE  
FREE HAIRCUTS  
FREE FROZEN TREATS  
GIVEAWAYS  
GAMES  
HEALTHCARE SERVICES**

[bit.ly/bossblackaugust](https://bit.ly/bossblackaugust)

BOSS, Oakland, ACVOTE, impact the vote, BLACK AUGUST, Alameda County Health, Zellerbach Family Foundation, Mechanics Bank, ALLIANCE FOR SAFETY AND JUSTICE, nonstop HEALTH, CALIFORNIANS FOR SAFETY AND JUSTICE

“The pulse of the Black August Block Party reminds us of the blood, brilliance, and bravery that shaped our determination toward freedom. At BOSS, we show up in that spirit, with the truth about our communities' past, present, and our vision for the future as we rise together. Liberation and resistance is healing justice, it's art, it's jobs, it's housing. That's why we built the Arc of Liberation Mural, and continue building every day,”

~ Donald Frazier, CEO | BOSS.

The event is FREE AND OPEN TO THE PUBLIC. Over 600 attendees are expected, including community members, city leaders, local organizations, artists, and reentry champions.

BOSS invites community partners, funders, media, and elected officials to attend, support, and participate in this vital day of culture, empowerment, and remembrance.

Event Details:

Date: Saturday, August 30, 2025

Time: 11 a.m. - 3:00 p.m.

Location: 1 Frank Ogawa Plaza - Oakland

Admission: Free and open to the public

More information: [BLACK AUGUST PAGE](#) | [bit.ly/bossblackaugust](https://bit.ly/bossblackaugust)

For media inquiries, interviews, or further information, please contact:

Sonja Fitz, Chief Development Officer

[sfitz@self-sufficiency.org](mailto:sfitz@self-sufficiency.org)

510.649.1930 x 1008

Follow us!!

Instagram [@BOSSBayArea](#)

Facebook [@BOSSBayArea](#)

Twitter [@BOSSBayArea](#)

FOR RELEASE AT 9AM, 08/09/2025