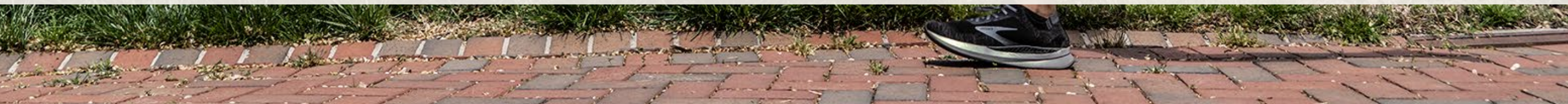




RUN RICHMOND 16.19
CELEBRATING UNITY IN DIVERSITY

VA250 EDITION

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GUIDE POST

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1

INVITATION TO COLLABORATE





LET'S COLLABORATE!

The **Djimon Hounsou Foundation** and the **400+ Years of African American History Committee** of the *National Alliance of Faith & Justice (NAFJ)* seek to establish a meaningful partnership with **VA250** for *Run Richmond 16.19*:

1. Designate Run Richmond 16.19 as an **official highlight event of VA250** and actively **cross-promote both initiatives** starting in 2025 to build momentum.
2. Bring the **goals of VA250** to life at Run Richmond 16.19.
See the next page for suggestions, and feel free to share any other needs or ideas.
3. Host **joint press conferences** with the stakeholders of VA250 and **Djimon Hounsou** at the upcoming Run Richmond 16.19 events.
September 26, 2025 + September 25 2026
4. Explore integrating the **replica of the Amistad** into Sail250VA (June 18–23) and having Djimon Hounsou participate in the celebrations in Norfolk.
Already in motion with Sail250VA, Councilman Paige, Discovering Amistad.
5. If possible, explore opportunities to connect the Djimon Hounsou Foundation and NAFJ with new funding sources.



VA250 EDITION

How we will bring the 250-year celebration to life.

1. **Press Conference:** VA stakeholders and Djimon Hounsou at the Virginia State Capitol or St. John's Church the evening before the event.
2. **7.76K Course:** Revised length of the short race course to pay homage to the year 1776. The course includes the Virginia State Capitol, Anna Maria Lane Marker, the oldest residential house from 1740s, Historic Tredegar, etc.
3. **Team VA250:** 250 Freedom Runners will represent Virginia's five regions—Tidewater, Piedmont, Blue Ridge Mountains, Valley and Ridge, and the Appalachian Plateau. VA250 invited to send / suggest representatives.
4. **Victory Mile:** Celebrate the final mile with a marching band, historic reenactments, pavement art, a flag tunnel, and confetti cannons.
5. **Educational Mobile App:** Expanded content highlighting themes connected to America's 250-year journey.
6. **VA250 Mobile Museum:** Integration into finish festival of Run Richmond 16.19
7. **Collaborations:** Local museums & other VA250 partners.






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Virginia
Humanities

BHMVA
Black History Museum
& Cultural Center of Virginia


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community
foundation


SPORTS
BACKERS

2

EVENT OVERVIEW





RUN RICHMOND 16.19

IN A NUTSHELL

- A cultural run-or-walk event through more than 400 years of Black history on 2 beautiful courses of 6.19K + 16.19K.
- Organized by the **Djimon Hounsou Foundation**, the nonprofit of 2-time Oscar nominated actor Djimon Hounsou in close collaboration with the **Black History Museum & Cultural Center of Virginia** and 33+ nonprofit partners.
- **5 Year Anniversary:** With 5,000 participants in Richmond on September 26, 2026

IMMERSIVE COMMUNITY EXPERIENCE

- **History signs & educational videos** along the routes.
- **Educational mobile app** with audio narration by Djimon Hounsou
- **Black History Pop-Up Exhibit + Living Museum Experience**
- **Finish festival** with live music & vendor village.

A WEEKEND OF CELEBRATION, CULTURE & COMMUNITY

- **Music Concert** at the Allianz Amphitheater for 7,500 people
- Programs of our Nonprofit Partners (Museum Crawl, Film Screenings, etc.)

RELIEF FUND
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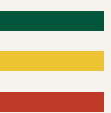
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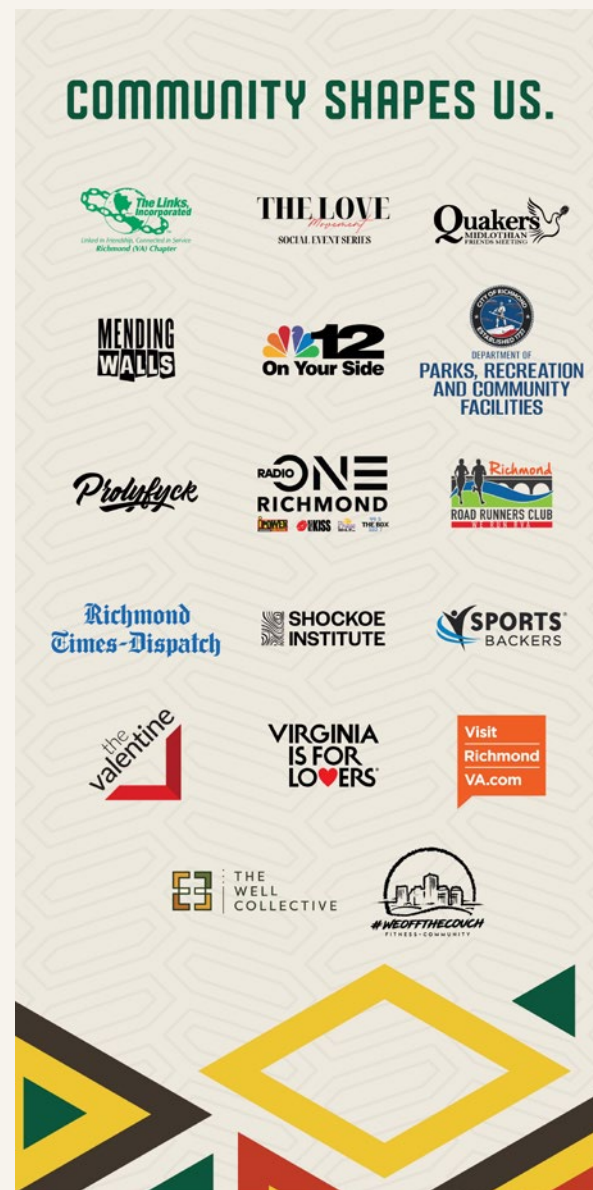


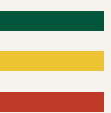
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COMMUNITY PARTNERS





RUN RICHMOND 16.19

HIGHLIGHT VIDEO OF 2024





FINDING TOMORROW

Created by Hamilton Glass and Eli McMullen this mural is dedicated to Lorna Pinckney, a writer, singer, graphic designer, and business owner who was a driving force in creating Richmond's vibrant cultural scene. For 15 years, she brought creatives together at her open-mic events, Tuesday Verses. Lorna may be gone but her light lives on amongst us.



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Dominion Energy

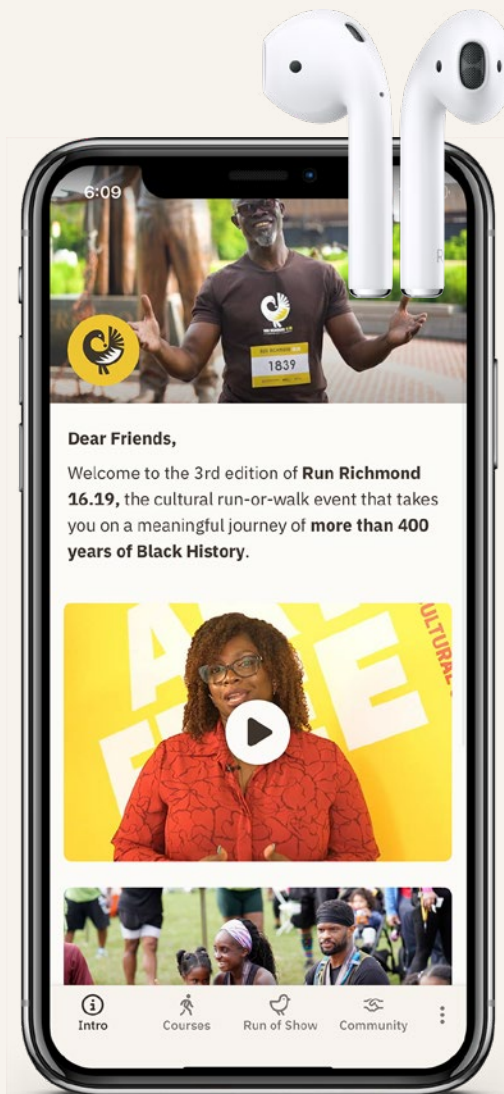
ARTIST - FINDING TOMORROW
Eli McMullen

ÈĚGBÁ FOLKLORE SOCIETY
Omílade Janine Bell

Our runners & walkers interact with **20 historical markers** along the race course. QR tags encourage them to watch **educational videos** presented by stakeholders of the community. These videos are also spread through TV, newsletters, and socialmedia prior to the event.



AUDIO GUIDE



Run Richmond 16.19 offers participants an **immersive experience** by turning their mobile phone into an **outdoor museum guide**. Once they activate our native Mobile App, they receive educational audio messages by 2-times Oscar-nominated actor Djimon Hounsou. These messages are automatically triggered by their GPS location and allow for a hands-free experience. In addition, our guide featured rich video content, copy, and image slide shows.

This feature proved to be highly popular in 2023 as shown below:

42%

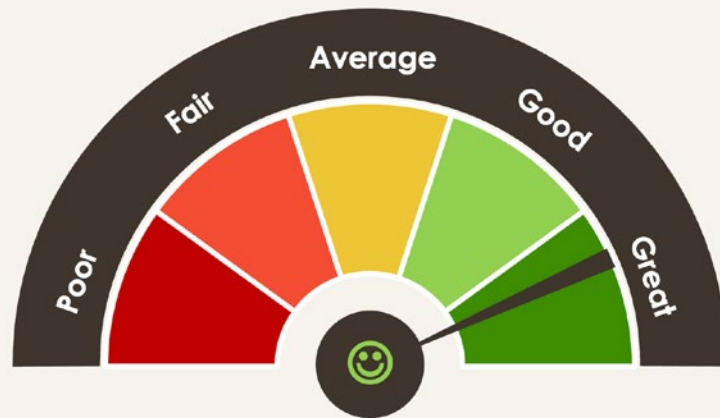
Adoption Rate (2024).

Our native was used by 878 out of 2,092 participants.

21x

Educational Audio Messages by Djimon Hounsou

(21x long course, 11x short course)



On a scale from 1 to 5 (Great), how do you rate the experience of our audio guide?

4.32 Average





BLACK HISTORY POP-UP EXHIBIT



Visit of our Pop-up Exhibit

Yes

81%

No

19%

- Our **Black History Pop-Up Exhibit** features 20 panels that provides an overview +400 years of Black history in America with an emphasis on Virginia.
- In collaboration with **Jack and Jill** and the **Black History Museum & Cultural Center of Virginia**, we dress young kids up as famous African American figures, and organize a **scavenger hunt** for children and teenagers at the finish festival.





RUN RICHMOND 16.19

CELEBRATING UNITY IN DIVERSITY

Iconic Street Art

- ① Nina Simone
- ② I can't breathe
- ③ Together we rise
- ④ Mr. Bojangles
- ⑤ Finding Tomorrow
- ⑥ Sankofa Bird, Rising Woman, Journey Forward

Historic Buildings & Museums

- ① Tredegar Ironworks
- ② Railroad Museum
- ③ Tobacco Row
- ④ Lumpkin's Slave Jail
- ⑤ Virginia State Capitol
- ⑥ Hippodrome
- ⑦ Black History Museum

Parks & Trails

- ① Brown's Island
- ② Manchester Floodwall Walk
- ③ Canal Walk
- ④ Virginia Capital Trail
- ⑤ Ancarrow's Landing
- ⑥ Rockett's Landing

Monuments of Memory

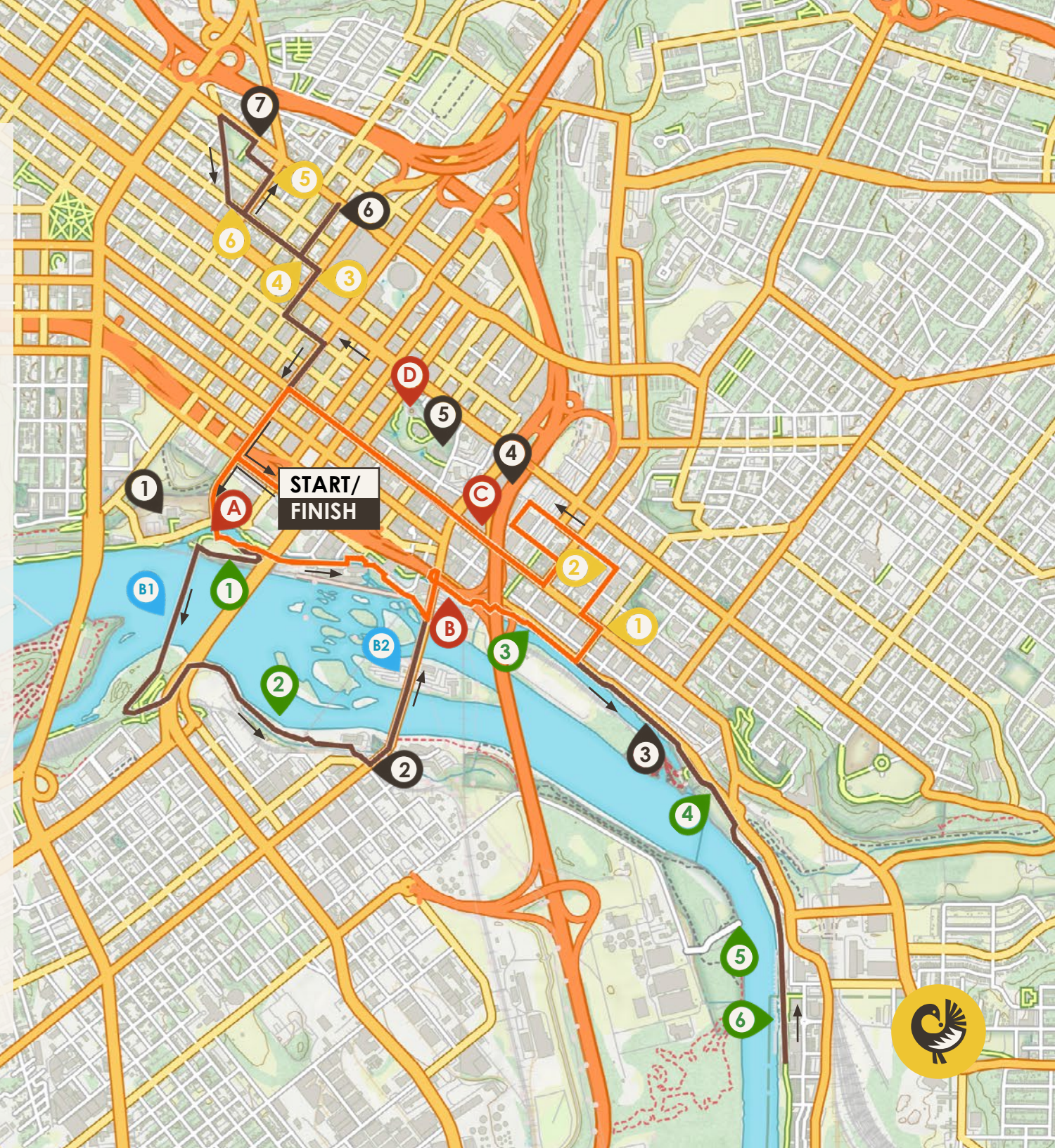
- Ⓐ Freedom & Emancipation Statue
- Ⓑ Henry 'Box' Brown Memorial
- Ⓒ Reconciliation Statue
- Ⓓ Virginia Washington Monument

Connecting Bridges

- Ⓑ1 T. Tyler Potterfield Memorial Bridge
- Ⓑ2 Mayo Bridge

— 16.19K RUN

— 6.19K RUN/WALK









3

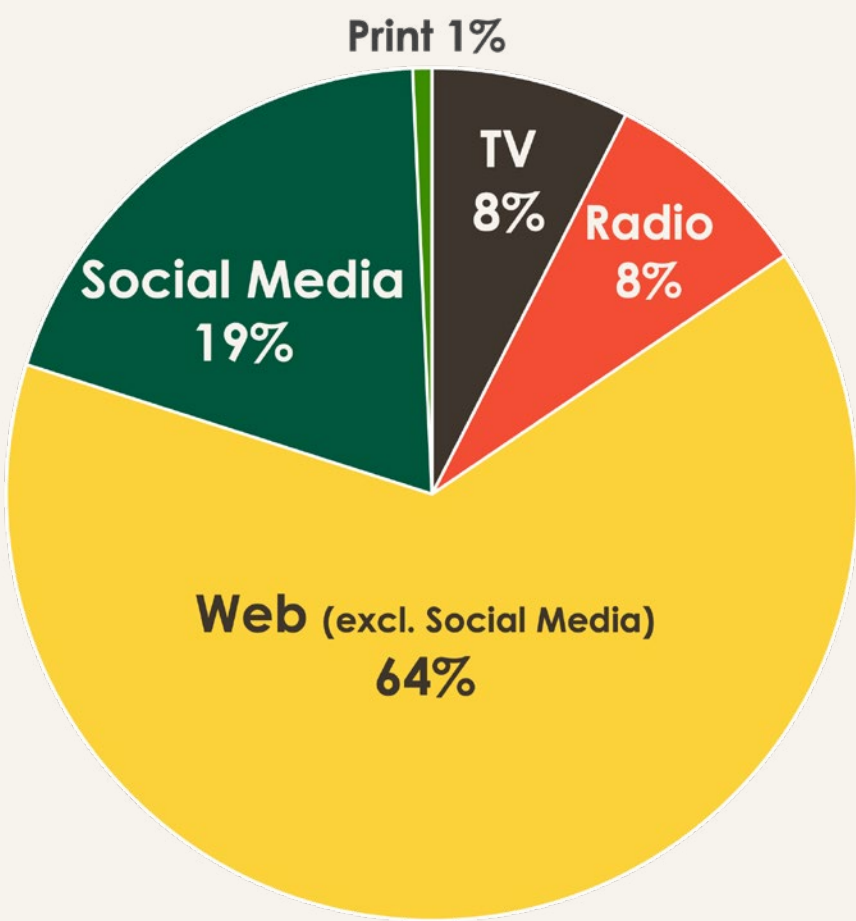
MEDIA COVERAGE





MEDIA REACH 2024

| TOTAL | | Impressions | |
|----------------------------------|--|-------------|------|
| | | 18,474,053 | 100% |
| TV | | 1,390,800 | 8% |
| Paid | | 1,328,600 | |
| TV Commercials (15 sec + 30 sec) | | 1,328,600 | |
| Earned | | 62,200 | |
| News Coverage: CBS 6, NBC12 | | 62,200 | |
| RADIO | | 1,481,000 | 8% |
| Paid | | 1,481,000 | |
| Richmond | | 910,000 | |
| Raleigh | | 308,000 | |
| D.C. | | 263,000 | |
| WEBSITES | | 11,891,384 | 64% |
| Paid | | 10,380,868 | |
| Google DV 360 Campaign | | 10,380,868 | |
| Earned | | 1,039,318 | |
| Online Newspapers & Magazines | | 1,039,318 | |
| Owned | | 471,198 | |
| RR1619 Website | | 471,198 | |
| SOCIAL MEDIA & eMAIL | | 3,575,869 | 19% |
| Paid | | 2,658,571 | |
| Social Media Ads | | 2,636,694 | |
| Search Ads | | 21,877 | |
| Earned | | 91,325 | |
| Social Media of Event Partners | | 91,325 | |
| Owned | | 825,973 | |
| eMail Outreach DHF | | 66,173 | |
| DHF Socials | | 469,500 | |
| Djimon Hounsou's Social Posts | | 290,300 | |
| PRINT | | 135,000 | 1% |
| Paid | | 135,000 | |
| Richmond Free Press | | 135,000 | |



High-quality impressions

| | |
|--------------------------------------|-----------|
| TV Commericals & News | 1,390,800 |
| Radio Spots & interviews | 1,481,000 |
| Paid Video Ads (Google DV-360) | 959,976 |
| Paid Video Ads (Meta) | 879,378 |
| Own Social Media Posts & Newsletters | 825,973 |
| Event Website | 471,198 |
| Selected Earned Online Coverage | 969,490 |
| Total | 6,977,815 |

In 2024, our event achieved roughly **18.5 million impressions**, whereby ~38% were **high quality-impressions** from the sources listed above.





CNN SHOW IN RICHMOND



African Voices Changemakers

In January 2025, CNN International broadcast a **30-min show** on the work of our nonprofit in Richmond, Virginia. The show was moderated by **Larry Madowo**.



MEDIA COVERAGE

'Unity in diversity': Thousands participate in Run Richmond 16.19



The historic Run Richmond 16:19 race was held on Saturday morning, bringing thousands of people out Kanawha Plaza

By [Jennifer Blake](#)

Published: Sep. 21, 2024 at 11:35 AM PDT | Updated: Sep. 22, 2024 at 5:39 AM PDT

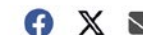


RICHMOND, Va. (WWBT) - The historic Run Richmond 16:19 race was held on Saturday morning, bringing thousands of people out Kanawha Plaza to run, jog or walk the former slave trails of the River City.

This race gives people a chance to get up, get active, and ensure that the African American history of Richmond doesn't fade while connecting the community.

"We're really just trying to champion this idea of unity in diversity in hope that we can all live together," said the event creator and famous actor, Djimon Hounsou.

He shared that he hopes this race is honoring his ancestors.



'Totally empowering' 16.19 run traces route of enslaved Africans in Richmond for 'healing and reconciliation'

'We are doing this today for the ancestors'



'Totally empowering' 16.19 run traces route of enslaved Africans to 'bring about healing'



By: WTVR CBS 6 Web Staff

Posted 4:40 PM, Sep 21, 2024 and last updated 4:55 PM, Sep 21, 2024

RICHMOND, Va. – The 3rd annual Run Richmond 16.19, organized by Oscar-nominated actor Djimon Hounsou, took runners throughout the city to honor the achievements of African Americans in the Commonwealth.



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- CBS 6 News App for Android
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MEDIA COVERAGE



The Cross Connection (MSNBC)



12 News Today (NBC 12)



Morning News (ABC 8)



Community News (CBS 6)



12 News Today (NBC 12)



On Your Side at 6 (NBC 12)



MEDIA COVERAGE



12 News Today (NBC 12)



Live Segment (CBS 6)



Local News (CBS 6)



News at 4 (ABC 8)



On Your Side at 6 (NBC 12)



12 About Town (NBC 12)





DJIMON HOUNSOU FOUNDATION

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