

BLACK PICNIC DAY

FORMERLY NEGRO ELECTION DAY

The Evolution of The First Black Voting System

Black Picnic Day, formerly known as, Negro Election Day is a family event held at Salem Willows Park.

- Early 20th century -

The Colored People's Picnic held track and field events and church choirs. Dances were held with jazz greats such as, Duke Ellington and Cab Calloway.

- World War II -

The picnic moved to the third Saturday of July since at that time, Black people worked in factories and defense plants. Weekends were the only option. Churches also took a less active role.

- Civil Rights Movement -

In 1968, during the Civil Rights Movement, the name Colored People's Picnic was changed to Black Picnic from the strength of self-identity by The Black Power movement.

- Late 20th Century -

From the 90's to the early 2000's, Black Picnic Day brought larger crowds, corporate sponsors and more from communities all over Massachusetts to Salem Willows Park.

- Today -

In 2015, Governor Charlie Baker recognized Black Picnic Day.

In 2021, Black Picnic Day will celebrate 280 Years of Celebration.

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Special Thanks to Our
2019 COLLABORATIONS

Salem
Still making history.



Black Picnic Day

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JOIN US EVERY 3RD SATURDAY OF JULY
SALEM WILLOWS PARK
165 FORT AVENUE
SALEM, MA 01970