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Boston Seaport by WS Development presents 5th annual BWB Family Reunion

July 25, 2025 - Retail



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Boston, MA Boston While Black will host its 5th annual BWB Family Reunion on Saturday, July 26, 2025, from 12 - 9 pm, drawing more than 25,000 people to Boston's Seaport for a day dedicated to joy, culture, and connection. As the largest event in the organization's history, this signature summer event marks a milestone for the organization as it celebrates five years of building belonging and visibility for Boston's Black residents.

Founded in 2020, Boston While Black is a first-of-its-kind membership community designed to make Boston a place where Black people feel seen, celebrated, and connected. Through curated cultural experiences, a digital platform, and intentional community-building, BWB supports Black students, professionals, and entrepreneurs in navigating the city. What began as a bold response to Boston's long-standing challenges around retention and inclusion has evolved into one of the region's most visible and influential movements, redefining civic life, shaping cultural conversations, and transforming what it means to belong in the city.

The 2025 BWB Family Reunion will span multiple locations in Boston's Seaport - Summer Street Steps, The Rocks at Harbor Way, and the Lawn on D. The festival includes music performances, community games, food and retail vendors, and cultural programming designed to reflect and uplift the richness of the Black experience.

"I never imagined just how much this event would grow in five years," said Sheena Collier, founder and CEO of Boston While Black. "That growth is proof of how deeply people need spaces where they feel safe, seen, and connected. The Family Reunion is the purest expression of our mission. It brings to life everything we've worked to build through Boston While Black. As we celebrate our fifth anniversary, this event anchors a season of powerful storytelling, citywide connection, and unapologetic joy."

In 2024, the BWB Family Reunion welcomed over 15,000 attendees and reached more than 100,000 people online. With the 2025 expansion and milestone celebration, the event aims not only to gather but to boldly redefine what belonging looks like in the heart of Boston.

"We're honored that Boston While Black has chosen Seaport as one of the venues for this milestone celebration. Watching this community grow over five years and seeing 25,000 people come together for joy and connection - that's what makes events like this so special," shares Ariel Foxman, Area Vice President, Brand & Experience (Boston Seaport) at WS Development.

Festival Highlights Include:

Three Music Stages: Performances from top hometown acts like Nay Speaks, favorites like DJ Real P, and a Boston's Got Talent kids showcase at the Lawn on D. Tiny-Desk inspired performance sets curated by HipStory will take place at Harbor Way.

Interactive Zones: Fan favorites return—including the Spades tournament and roller skating rink (in partnership with Chez Vous Skating + Swerve)—alongside new experiences like a VIP Joy Lounge at the Lawn on D.

Culinary Hubs: A taste of the global Black diaspora through food trucks like Fresh Food Generation and Gourmet Kreyol at the Lawn on D and food hall curated by Everybody Gotta Eat at Harbor Way.

Cultural dance and double dutch lessons, line dancing, and free massages at the Summer Street Steps and the Lawn on D.

BWB Turns 5 - The Official Reunion After Party: After a full day of joy, the celebration continues at High Street Place Food Hall (8 PM - 12 AM) with music, drinks, and dancing. This is the official celebration of 5 years of Boston While Black.

Discover these special experiences throughout the main event, happening from 12pm - 9pm.

Ticketing & Access

General admission to the Lawn on D and Harbor Way event is free and does not require a ticket, although RSVPs are encouraged. Special member perk upgrades are available at reunion.bostonwhileblack.com:

Member-for-the-Day Fast Pass (\$30): Skip the line with expedited entry and gain access to a private digital community.

VIP Member-for-the-Day Experience (\$50): Includes Fast Pass benefits, access to the Joy Lounge, a discount on BWB merchandise, and a one-month digital membership after the event.

5th Anniversary After Party – Midnight Family Function (21+, \$50): A separately ticketed celebration on July 26 from 8 PM to 12 AM.

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