Roscoe Jones, Sr. is the founder of Freedom 64. Previously, Roscoe was President of Youth Chapter NAACP during the 1964 Freedom Summer, attended Freedom School of Meridian, and worked in the local COFO office on voter registration with activists Michael Schwerner, James E. Chaney and Andrew Goodman. He served as co-chair of the state-wide Freedom Summer Youth Convention at Meridian in 1964.

A veteran civil rights activist since the '60s, Roscoe marched from Selma to Montgomery on "Bloody Sunday"; participated in the Mississippi Freedom Democratic Party; and was of the first black students to integrate Meridian Junior College in 1965.

Roscoe is the recipient of numerous awards, most recently he was recognized by the Meridian Star for the 2012 "Unsung Hero Award." He has spoken at numerous churches, community groups, and schools, including Stanford University.

Roscoe currently lives in Meridian, Mississippi.