

## **\*\*PRESS ADVISORY\*\***

### **FOR IMMEDIATE RELEASE**

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### **BETTER BLOCK, CITY OF EAST POINT, COMMUNITY LEADERS, AND MICROSOFT PARTNER ON NEW VISION FOR WHITE WAY THROUGH EAST POINT BETTER BLOCK INITIATIVE**

EAST POINT, GA –The Better Block Foundation, a Dallas-based urban design nonprofit; the city of East Point; dozens of community leaders; and Microsoft are partnering to bring to life a community vision for a more vibrant White Way in downtown East Point through a two-day placemaking demonstration called the East Point Better Block. Scheduled for Saturday, April 23 and Sunday, April 24, 2022, along White Way between East Point and Main Streets, volunteers will transform streets, sidewalks, and parking lots into an arts-filled district with vibrant sidewalk life. The pop-up event will feature public art, live music, performances, local vendors, community workshops, a farmer’s market, dining parklets, a road diet, and more.

“This is a multi-faceted approach to test public space use in East Point,” says Kristin Leiber, Senior Project Manager of the Better Block Foundation. “First, the community wants to celebrate what makes East Point unique, so the planning team is bringing in local artists, musicians, performers, makers, students, and small businesses to throw a fabulous block party and market experience. There will be permanent public art as well as an outdoor gallery displaying local works underwritten by ArtsXChange and the Black Art in America Foundation. Second, we are addressing upcoming street changes on White Way that expand walkability, widen sidewalks, reduce congestion and traffic speeds, and create outdoor dining opportunities for the restaurants along White Way. Finally, we have a phenomenal pop-up market organized by Market 166 that will feature local growers and makers.”

“We are excited to partner with Better Block and Microsoft to reimagine White Way into a vibrant destination for artists and businesses to thrive,” says Mayor Deana Holiday Ingraham. “This is a great opportunity to visualize the endless opportunities to transform White Way in our Downtown.”

“Microsoft is honored to partner with Better Block and the city of East Point to support the revisioning of White Way. It’s amazing to see community, local government, and businesses come together to make this project happen,” says Jonathan Clarke, Community Lead for Atlanta, “Listening to the community is a critical part of our operations at Microsoft, and through community-driven projects like Better Block, we can better understand how to support the growth of East Point.”

Participants will join in volunteer workshops involving sidewalk mural painting, furniture assembly, and event setup. Residents and members of the community are encouraged to sign up to volunteer through online registration:<https://tinyurl.com/eastpointbetterblock>. The

workshops will culminate in public events on Saturday, April 23 from 5:00 – 9:00 p.m. and Sunday, April 24 from 11:00 a.m. – 3:00 p.m. All ages are welcome.

**About the Better Block Foundation**

Better Block Foundation is an urban design nonprofit that educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods. Find out more by visiting [www.betterblock.org](http://www.betterblock.org).

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