



May 9, 2025

FOR IMMEDIATE RELEASE

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**City of East Point to Host ‘Own the Block 2.0: Wealth Building Festival’ May 31st**

Empowering East Point to Build Wealth Through Homeownership and Entrepreneurship

EAST POINT, GA – The City of East Point’s Office of Equity, Inclusion, and Empowerment, in partnership with local housing advocate Archie Emerson and key sponsor Silverton Mortgage, is proud to present Own the Block: Wealth Building Festival on Saturday, May 31, 2025, from 2:00 PM to 5:00 PM at East Point City Hall Courtyard.

This event builds upon the foundation laid earlier this year through the original Own the Block gathering, continuing the city's commitment to connect residents with tools, relationships, and resources that promote financial empowerment and wealth building.

The Wealth Building Festival will feature a dynamic lineup of speakers, panels, community vendors, and resource providers to help attendees explore pathways of building wealth through homeownership and entrepreneurship. Residents will have the opportunity to meet directly with real estate agents, lenders, developers, small business experts, and economic development leaders.

**Festival Highlights:**

- Complimentary food and dessert for the first 100 guests
- Bounce house and fun activities for children
- Prizes and giveaways throughout the afternoon
- Down payment assistance programs and housing programs
- Credit building resources
- Information on starting and doing business in East Point

“This event is about inspiring and directly connecting residents to the people and programs they need to build wealth,” said Housing Community Development Manager Frank Whitfield. “We’re excited to help empower families not only dream of wealth but partner with them to begin building it right here in East Point.”

Admission is free, and all residents are encouraged to attend.

For more information or media inquiries, contact: Frank Whitfield, Housing Community Development Manager 470-432-5017 [fwhitfield@eastpointcity.org](mailto:fwhitfield@eastpointcity.org)

**City of East Point**

2757 East Point Street East Point, Georgia 30344 | 404-270-7001 | [www.eastpointcity.org](http://www.eastpointcity.org)

