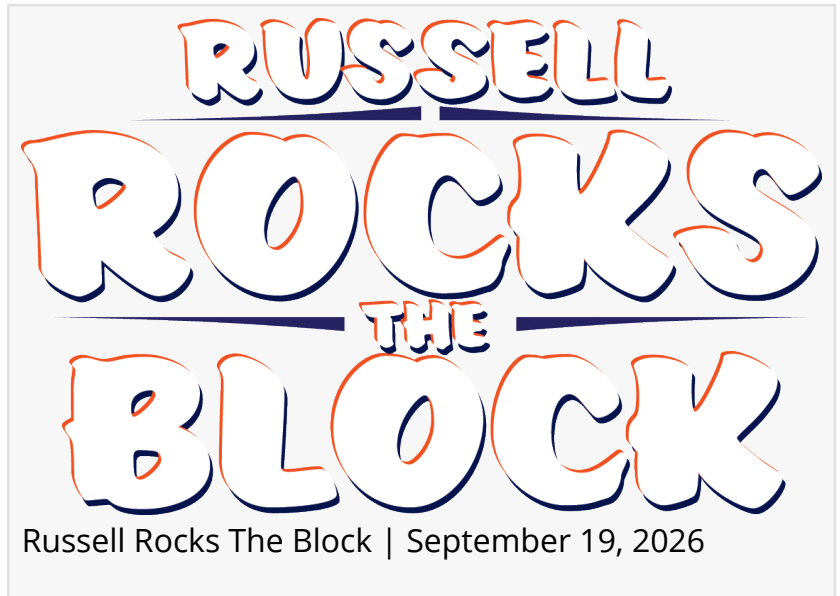


# Russell Rocks the Block Returns With Free Community Resources, Employment, and Civic Engagement to Atlanta

*Sixth Annual Celebration Highlights  
Russell Family Enterprises' Commitment  
to People and Opportunity*

ATLANTA, GA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Russell Family Enterprises will host the sixth annual Russell Rocks the Block (RRTB) on Saturday, September 19, 2026, bringing residents from across Atlanta and surrounding communities together in Castleberry Hill for a day of connection, opportunity, and entertainment.



More than a free annual celebration, RRTB reflects Russell Family Enterprises' commitment since 1952 to investing in the people and communities that help make Atlanta thrive. This year's event will connect attendees with employment opportunities (on-the-spot hiring), voter registration, nonpartisan civic education resources, health and wellness resources, entertainment, food, and more.

“

Russell Rocks the Block continues a legacy of investing in people, creating opportunity, and giving back to Castleberry Hill, connecting families with resources that can make a meaningful difference.”

*Michael Russell Sr., Chief  
Executive Officer, H. J. Russell  
& Company*

The event is rooted in the Castleberry Hill community and builds upon the [legacy of Herman J. Russell](#), whose vision helped shape Atlanta through development, empowerment, and community investment. With the theme “Building Community. Creating Opportunity. Inspiring Lasting Impact,” RRTB is designed to demonstrate that community investment extends beyond physical development.

“Russell Rocks the Block is about continuing a legacy of investing in people and creating opportunities that

strengthen our communities. Castleberry Hill has been an important part of the Russell story for generations, and this event allows us to bring people together, connect families with valuable resources, and support the community that has supported us for so many years. We want everyone who attends to leave feeling connected, encouraged, and aware of opportunities that can make a meaningful difference in their lives." - Michael Russell Sr., Chief Executive Officer, H. J. Russell & Company

This year's event will feature a dedicated voter registration & civic engagement area provided by our community partners, Black Voters Matter. Attendees will have access to voter registration and election information, as well as nonpartisan voter education resources. The initiative is designed to increase access to civic information and encourage community participation without influencing how attendees vote.

Workforce development remains an important component of RRTB, as it connects Atlanta residents with on-the-spot hiring opportunities. Attendees will learn about employment and career resources while connecting directly with organizations and employers committed to creating pathways to accessibility.

"We're excited to bring Russell Rocks the Block back to Castleberry Hill for its sixth year. This event means so much more to our family than business. This year, we're especially excited about the opportunities to share voter registration resources with our attendees and to connect people with career pathways designed to support their personal and professional growth. For us, it's about creating an experience that is both fun and meaningful, one that brings our community together while opening doors to new possibilities." - Mori Russell Atkins, Business Development Manager, [Concessions International](#)

RRTB will bring together a diverse group of community partners that contribute to Atlanta's fabric and provide resources, services, and experiences for attendees. Confirmed participants include STEAMsport, Inc., Soccer in the Streets, Morehouse School of Medicine, Atlanta Housing Authority, AUC Neighborhood Association, Russell Innovation Center for Entrepreneurs (RICE), Coca-Cola, and Sysco. Proof of the Pudding will provide delectable eats, and Grammy®-nominated DJ Willy WOW will provide music and entertainment. Additional participating organizations will be announced as they are confirmed.

The event is part of Russell Family Enterprises' broader commitment to community investment and reflects the organization's belief that "Russell invests in people as much as places."

Organizers expect more than 500 residents and community members to participate in this year's celebration.

## EVENT DETAILS

WHAT: Russell Rocks the Block (6th Annual)

WHEN: Saturday, September 19, 2026

WHERE: John Hope Home Community Center | 560 Larkin St SW, Atlanta, GA 30314

TIME: 12:00 PM - 4:00 PM EST

COST: Free and open to the public (registration is required)

EVENT WEBSITE: <https://www.hjrussell.com/russell-rocks-the-block/>

For media inquiries, interviews, credentials, or additional information, contact:

Dwayna Williams

PR and Communications

Dwayna@donnaxdwayna.com

404-939-5010

[www.donnaxdwayna.com](http://www.donnaxdwayna.com)

#### ABOUT RUSSELL ROCKS THE BLOCK

Russell Rocks the Block is an annual community celebration hosted by Russell Family Enterprises in Castleberry Hill. The event brings together Atlanta and metro-Atlanta residents for a day focused on community, opportunity, legacy, and partnership. Through free resources, workforce opportunities, civic engagement, community connections, food, games, fun, and entertainment, Russell Rocks the Block seeks to create community impact and meaningful access.

###

Dwayna Williams

Donna x DWAYNA

+1 404-939-5010

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

[Other](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/936627013>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.