



**\*\*\*\*\*MEDIA ADVISORY\*\*\*\*\***

**Black Cultural Zone CDC to Receive \$1 Million Wells Fargo Grant to Help fund Market Hall, Small Businesses, Affordable Housing**

*Donation puts Rise East at \$41 Million Mark, Will Assist Liberation Park Development, Revitalize Deep East Oakland*

**WHAT:** A \$1 million donation from Wells Fargo will help Oakland's Black Cultural Zone CDC purchase land to develop the [Liberation Park Market Hall and Residences](#) project in Deep East Oakland. The Market Hall will include vending space for BIPOC small business, cultural and performance space, 119 units of affordable housing, and create a stable economic hub for residents and families in East Oakland.

[Rise East](#) representatives will announce they've reached the \$41 million fundraising milestone in their effort to raise \$50 million this year, which if achieved, would unlock an additional \$50 million donation from a national philanthropic organization.

**WHO:** Leaders of [Rise East](#), Black entrepreneurs and elected officials. **Speakers include:** CJ Johnson, CEO of Black Cultural Zone; Stacey Spann, Wells Fargo's Head of Housing Access and Affordability; Melanie Moore, CEO Oakland Thrives; and Oakland City Councilmembers Kevin Jenkins and Treva Reid

**WHEN:** Wednesday, June 19th at 10:00 AM

**WHERE:** AKOMA Market Hall, 1955 Broadway, Oakland, CA 94605

**VISUALS:** Oversized check presentation with AKOMA small business vendors

**NOTES:** Location inside the Uptown Station. Street parking only.

**Media Contact:** Justin Berton, [Berton Media](#), 510-499-6305 [justin@bertonmedia.com](mailto:justin@bertonmedia.com)

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