



CEHDWA MEDIA
EDITORIAL

EVENT COVERAGE

East Atlanta Strut 2026

A neighborhood showcase that gives back



SATURDAY, SEPTEMBER 26, 2026 · EAST ATLANTA VILLAGE, ATLANTA, GEORGIA

REPORTED & PHOTOGRAPHED BY ERICA D. LANDRY, PUBLISHER & JOURNALIST

EVENTS · COMMUNITY

East Atlanta Strut 2026: A Neighborhood Showcase That Gives Back

Artists, small businesses, live music and a local nonprofit the Strut once helped fund filled East Atlanta Village on Saturday.

BY ERICA D. LANDRY | CEHDWA MEDIA | EDITORIAL

SEPTEMBER 26, 2026

Under clear blue skies on Saturday, September 26, the East Atlanta Strut turned the streets of East Atlanta Village into one long, walkable celebration of the neighborhood. From noon to 6 p.m., families, dog owners, collectors and longtime residents moved shoulder to shoulder past rows of white tents, food trucks and a live-music stage, including the busy intersection at Flat Shoals Avenue.

The Strut has been completely volunteer-run since 1998, and its proceeds return to the neighborhood as grants. That idea was easy to see on the ground this year.

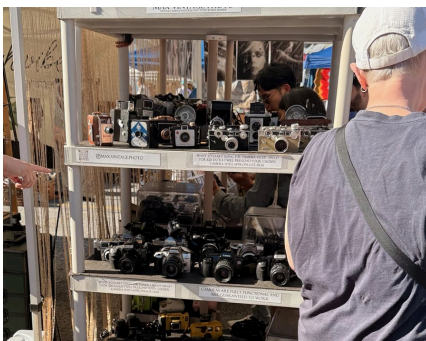
THE SCENE

The artist market stretched down the closed streets in both directions. Shoppers browsed vintage cameras stacked on metal shelving, bins of framed prints, hand-painted trinkets and shaker charms, crochet pieces and handcrafted goods.

Some residents turned their own front yards into pop-up booths.

Local food and drink businesses kept the crowd fed. Lil Rhody's Froz'n Lemonade & Refreshments served frozen lemonade from its bright green-and-white truck, Good Ritual set up under its red canopy, and The Good Est, a dog-treat vendor, invited passersby to "trade treats for sits." Younger visitors found a pop-up play area built from tires, wooden pallets and pool noodles, while an artist added to a colorful mural along the route.

Over at the stage, bands played to an afternoon crowd beneath a "THC Hits the Stage" banner. Festival sponsors included Señorita THC Margaritas and RYTHM THC Beverages as official THC/CBD beverage partners, and Creature Comforts Brewing Co. as the official beer and vodka-based RTD partner.



Left to right: vintage cameras in the artist market; Lil Rhody's Froz'n Lemonade; an artist at work on the mural along the route.



SMALL BUSINESS SPOTLIGHT

Perfect Treats

Among the vendors was Perfect Treats, a bakery whose pink cupcake logo was hard to miss. Cehdwa Media stopped by the booth to talk with the team about their treats and what the Strut means for a small business.



WATCH THE INTERVIEW

youtube.com/shorts/5ZGJnVmHjGY



A NONPROFIT THE STRUT HELPED FUND

South River Watershed Alliance

One booth captured the Strut's give-back mission better than any other. The South River Watershed Alliance, whose mission is "ecological restoration of the South River for the benefit of nature and people," displayed a sign identifying itself as a previous Strut grant recipient. Margaret of the Alliance spoke with Cehdwa Media about the organization's work.

The Alliance was also rallying support to protect the Skyhaven Quarry, which its flyer describes as a historic 10-acre site between Moreland Avenue and Shadowridge Drive, up for tax sale on October 6. According to the flyer, the Alliance is working with the community, conservation partners and DeKalb County to explore conservation options, and it is asking residents to tell DeKalb County to protect the land. More information is at SouthRiverGA.org.



WATCH THE INTERVIEW

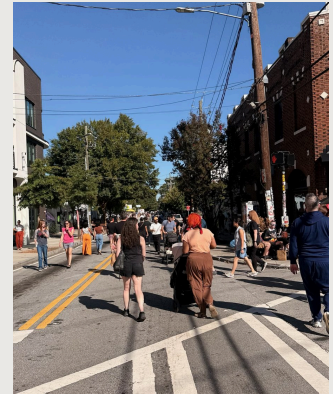
youtube.com/shorts/XsPT4mzOrTQ

WHAT'S NEXT

As the afternoon light faded and the crowds began to head home, the Strut had done what it has done for nearly three decades: shown off East Atlanta's artists, small businesses and neighbors, and sent the money it raised back into the community. Follow the East Atlanta Strut at eastatlantastrut.com.

PHOTO GALLERY

Scenes from the Strut



WATCH & READ



CEHDWA TV HIGHLIGHTS
youtube.com/shorts/XXwrn_2oNIQ



FULL STORY ONLINE
CehdwaMedia.com

MEDIA CONTACT

NAME Erica D. Landry, Publisher

EMAIL press@cehdwamedia.com

PHONE (470) 704-9094

WEB CehdwaMedia.com

Photos and video: Erica D. Landry / Cehdwa Media. Cehdwa Media | Editorial maintains editorial independence in its reporting and event coverage; paid public relations or promotional services never guarantee editorial coverage.