

WWW.FREEDOMGEORGIA.COM

THE
Freedom
GEORGIA INITIATIVE



THE
New Faces
of **BLACK**
LEADERSHIP



Historically, leaders are birthed as a solution to a social problem; and the recent state of Black America demands leadership that doesn't follow the status quo.

After years of marches, peaceful protests and provocative social media campaigns, Black America has failed to move the needle on solutions for police brutality, racial discrimination and the lack of financial literacy and economic support in urban communities.

Ashley Scott, Renee Walters and Laura Cooper are millennial sister friends that created a blueprint to harness the outrage felt across the nation from 2020 into a viable solution for their immediate community.

After learning about a 97.1 acre parcel of land for sale in Georgia, the ladies started calling friends, associates and family members and selling them on the idea of building their own community. Using their professional strengths as a record-breaking sales executive (Renee), a project/finance manager (Ashley) and production coordinator (Laura), the ladies pooled their expertise and resources to begin creating the ultimate Black community. Driven by a desire to create a semblance of 'Black immunity' that would provide an environment of love, support and financial empowerment from within, the ladies did the research and started the process of creating the city of Freedom Georgia Initiative.

The creation of Freedom, GA became a trending topic over the summer of 2020. While others celebrated a re-birth of a millennial Black Wallstreet, the ladies were busy laying out the infrastructure of the city and acquiring an additional four hundred acres. Freedom, Ga is on its way to becoming a sub-community of Georgia but Ashley, Renee and Laura realize their success is one dimensional unless they are able to bring the spirit of Freedom, Georgia to urban communities across the country. Realizing their success spans beyond the nineteen families that make up the original Freedom, GA owners, the ladies are working to help other communities mobilize their own resources to create Freedom for the global urban community.

Ashley Scott, Renee Walters and Laura Cooper are eager to speak with you and your small or large groups on the topics listed below:

- **MOVE BLACK**
(teaching communities to support and patronize Black businesses from inception)
- **The New Urban Revitalization**
- **The Economics of Cannabis culture**
- **Real Estate to build Real Prosperity**
- **Community Leadership & Activation**
- **Agriculture & Farming as the building blocks for community Health & Wellness**
- **Community Mobilization**
- **Coping with Special Needs**
- **Overcoming the Impossible**

THE
Freedom
GEORGIA INITIATIVE



Meet Her

RENEE WALTERS

PRESIDENT OF THE FREEDOM GEORGIA INITIATIVE

Hailing from Chicago, IL, Renee Walters left her home at 18 to seek better opportunities. She traveled the country working for a magazine publishing company where she learned to efficiently and effectively sell to customers of all walks of life. The skillset proved invaluable after Renee relocated to Atlanta, Georgia where she would pursue a career in retail management with different retail chains throughout the Atlanta area, while pursuing her degrees in Communications.

In 2013, tragedy struck, Renee was in the attic of her previous home when she sustained multiple injuries, and a spinal cord fracture that left her paralyzed from her waist down due to falling out of the attic. She was admitted into the Shepherd Center rehabilitation after a couple weeks of recovering from a 10 hour surgery on her spinal cord. Doctor's told Renee she would never walk again. Through hard work, perseverance and the grace of God, she proved the doctors wrong and conquered every hurdle she was told she would never be able to do again. Unable to return to work full-time, Renee worked with her church to create outreach ministries to clothe and feed the homeless, provide groceries to families for holidays, and opened her home to young women in need.

In 2017, Renee married the love of her life Z. Walters then focused on a career in medical massage, graduating from Gwinnett College for Neuromuscular Therapy. Her dreams to work in the hospital industry with her husband after graduation were put on hold due to Renee expecting her 3rd child in 2019. Unfortunately, Renee's daughter suffered an injury during birth causing her to have special needs. Yet, in 2020, with grace Renee rises to the occasion daily as she serves as the President of The Freedom Georgia Initiative and leader within her community all while maintaining her family's household, building multiple businesses and raising a beautiful special needs baby.





Meet Her

ASHLEY SCOTT

VICE PRESIDENT OF THE FREEDOM GEORGIA INITIATIVE

Ashley Nicole Scott is a visionary entrepreneur, creative executive, REALTOR, and CEO of The Mobile Mavens, an Atlanta-based full-service marketing agency specializing in 360-degree immersive brand experiences and digital marketing. Mrs. Scott currently serves as the Chief Communications Officer of The Freedom Georgia Initiative formed in 2020 to create a thriving safe haven for black families in response to dealing with racial trauma, a global pandemic, and social-economic instabilities. Ashley is an activist and public speaker helping to amplify the story of how 19 Black families purchased over 502 acres of land 2-hours south of Metro Atlanta to implement their vision of an environmentally friendly, self-sufficient, intentional community that will be a model for food sovereignty, climate justice, and collective power for Black families and their allies.

Ashley Scott is a 2008 graduate of Bennett College for Women with a Bachelor's degree in Psychology. She is a member of the National Association of REALTORS, the NAACP, Alpha Kappa Alpha Sorority, Inc. and sits on the Board of the Black Achievement Fund. A sought-after inspirational speaker and content contributor, Ashley's writing has been featured on Blavity.com, Medium, and Newsweek. Her story has been featured on BecauseOfThemWeCan.com, Washington Post, New York Times, Black Enterprise, and more. She was recently featured as an honoree for BET's Generation Next segment sponsored by McDonald's.

Specific Talks:

Building Intentionally: Sustainable Community Development
The Power of Pronoia: Building A City Called Freedom in Controversial Times
How to Buy & Develop Land Using Group Economics
Building Freedom: A Smart City for Black Futures
Mission Driven Agent: The Art of Cultivating Empowered Communities

Meet Her

LAURA COOPER

CEO, OF THE FREEDOM GEORGIA INITIATIVE

Known for her invaluable work ethic, drive and perseverance, Laura Riley-Cooper has mastered the art of getting the job done. From Boardwalks to boardrooms she has catapulted her career to new heights. Constantly raising the bar for herself. An entrepreneur for 21 years, with her primary focus being finance, management and marketing specifically as it relates to starting and maintaining a Black business.

As CFO and Operations manager of Loracle Enterprises, the umbrella company of her business conglomerate, Laura is committed to creating an educational experience for each client. Laura is adept at the art of negotiation and strategic planning. She has served as business manager, personal manager consultant to some of the entertainment industries most sought after artists and producers.

A passionate wife and mother, Laura serves as CEO of the Freedom Georgia initiative. As a community activist she looks forward to building a strong community for the residents and empowering communities around the country to build their own strong Black communities.



For more information visit:

www.freedomgeorgiainitiative.org

To book or for interviews with Ashley Scott, Renee Walters
and/or Laura Cooper contact:

Christal Jordan | Enchanted Branding & Public Relations
678-499-0297 | christal@enchantedpr.net

