



Collective Renaissance Guild to Honor Toni Braxton and Martin Luther King III During the 2010 Winter Ball

Themed Phoenix Rising, CRG will pay tribute the 2010 honorees, both who have demonstrated resilience and the ability to thrive in challenging times...

(ATLANTA, GA)— The Collective Renaissance Guild (CRG) in partnership with Ford Motor Company and Perennial Sports and Entertainment will hold its 3rd Annual Winter Ball on Saturday, December 4 at the Delta Air Heritage Museum in Atlanta, GA. Winter Ball 2010: Phoenix Rising, will honor Grammy–Award Winning Artist Toni Braxton for her community service with Autism Speaks and the American Heart Association and Martin Luther King III for his global humanitarian efforts and work as President of the King Center. Phoenix Rising is a tribute to Atlanta as well as the honorees who have all demonstrated resilience and an ability to thrive in challenging times. Hosted by V–103s Nina Brown, the black–tie gala will begin with cocktails sponsored by Belvedere Intense at 7:00 PM followed by a special presentation at 9:00 PM.

Art enthusiasts, business professionals, political leaders, entertainment executives and community servants will all come together to celebrate our collective achievements as well as those of the 2010 Renaissance Award recipients. Themed, Phoenix Rising, the 2010 Winter Ball is a tribute to all who have demonstrated resilience and the ability to thrive in challenging times, an achievement that both Toni Braxton and Martin Luther King III are towering examples of. The phoenix rising from the ashes was fitting for this years celebration as it is the official symbol of the City of Atlanta adds CRG Board Chair Christine White. It was important that we acknowledge the service leadership in our own back yard, especially in difficult times like these. CEO Terrinee Briggs remarks, We selected our 2010 honorees because of their story. Both Toni Braxton and Martin Luther King, III have been through many trials and tribulations but have maintained their commitment to the community and their passion to help othersthey never gave up, they bounced back and we felt they should be honored for that.

The Winter Ball is CRGs main fundraiser and all proceeds will benefit the organizations 2011 programs. Board Chair, Christine White states, For the last two years, we have organized our premier holiday event for Atlantas Power Generation. To partner on this effort with Ford Motor Company is an extraordinary privilege. White continues, We rely on the Winter Ball to raise critical funds needed to further our mission of infusing arts, philanthropy and social change into the cultural fabric of the Power Generation.

In only its third year, CRG Winter ball has attracted a diverse and culturally savvy crowd. Past honorees and attendees include: Ambassador Andrew Young, Joseph E. Lowery, Dr. Cornel West, Big Boi of Outkast, Mayor Kasim Reed, V–103s Rashan Ali, Ryan Cameron, and Frank Ski, Actor Jamie Foxx, Hip Hop Artist Ludacris, Personality Kenny Burns, Actress Nicole Ari Parker, and Rainforest Films Will Packer and Rob Hardy.

In support of the Collective Renaissance Guild and its growth into the next 10 years, tickets are available for a \$50.00 donation. Tickets may be purchased at: www.collectiverenaissancguild.org

CRG will like to thank the following sponsors for their generous support of 2010 Winter Ball: Ford Motor Company, Perennial Sports and Entertainment, Belvedere Intense, AllN1 Security, Rolling Out Magazine, and AW Media Group.

Media Contact:

Angela Watts | AW Media Group | pr@awmediagroup.com | 678-637-0982

About Collective Renaissance Guild:

The Collective Renaissance Guild (CRG) is a 501(c)3 non-profit organization comprised of Power Generation professionals charged with developing civic and cultural leadership among our peers through the arts, philanthropy and social change programs.