

Hip Hop Artist Nelly Launches New Scholarship Program

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Hip Hop Rapper/actor/entrepreneur Nelly hosted the 3rd annual Black and White Ball, St. Louis' premier celebrity gala party, on Sunday, November 30, at the Chase Park Plaza Hotel. The

With a black-tie event hosted by hip hop rapper/actor/entrepreneur Nelly, the 2008 holiday season kicked off in style and attracted a variety of celebrity and athlete guests including Grammy-winning singer Ashanti, record producer/music executive and hip hop notable Jermaine Dupri, hip hop rapper Murphy Lee, R&B legend Ernie Isley, and NFL stars Steven Jackson, Orlando Pace, and Laurence Maroney.

During dinner, guests were treated to surprise performances by "America's Got Talent" winner Neal E. Boyd and 4 time Grammy-Award winning R&B group Boyz II Men. After dinner, partygoers enjoyed drinks at bars featuring Budweiser Select beer and Jose Cuervo Platino cocktails and danced the night away to a DJ set by DJ Charlie Chan that was highlighted by rock-the-mic performances by Nelly and many of the evening's guests.

At the event, Lindenwood University's Black Student Union, Nelly, and Plaza Motors also announced the launch of the "Black and White Ball" Scholarship, a full-tuition scholarship that will be awarded to two students from Missouri and the St. Louis metropolitan area. The scholarship is renewable for four years and is open to all incoming first-year students who meet the University's requirements for admission and demonstrate academic success and financial need. Lindenwood University, located in St. Charles, MO just west of St. Louis, is a four-year liberal arts university that is known nationally and internationally for innovation, entrepreneurship, and extraordinary dedication to its students.

In its brief history, the Black and White Ball has become a highlight of St. Louis' social calendar and has attracted a variety of celebrity and athlete guests- previous attendees at the Black and White Ball have included Janet Jackson, Allen Iverson, D.L. Hughley, Evander Holyfield, Ruben Studdard, Jim Edmonds, and Torry Holt.