The Collective Renaissance Guild 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. Themed, Phoenix Rising, the 2010 Winter Ball is a tribute to all who have demonstrated resilience and the ability to thrive in challenging times. In the event, Grammy-Award Winning Artist, Toni Braxton will be honored for her community service with Autism Speaks and the American Heart Association. Another honoree is Martin Luther King III for his global humanitarian efforts and work as President of the King Center. CRG Board Chair, Christine White stated:

“The phoenix rising from the ashes was fitting for this year’s celebration as it is the official symbol of the City of Atlanta. It was important that we acknowledge the service leadership in our own back yard, especially in difficult times like these.”

Regarding the honorees, CEO Terrinee Briggs revealed:

“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 others…they never gave up, they bounced back and we felt they should be honored for that.”

The event will be hosted by V-103’s 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. The Winter Ball is CRG’s main fundraiser and all proceeds will benefit the organization’s 2011 programs. Christine White stated:

“For the last two years, we have organized our premier holiday event for Atlanta’s Power Generation. To partner on this effort with Ford Motor Company is an extraordinary privilege. 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.”

Past honorees and attendees of the event include Ambassador Andrew Young, Joseph E. Lowery, Dr. Cornel West, Big Boi of Outkast, Mayor Kasim Reed, V-103’s Rashan Ali, Ryan

Cameron, and Frank Ski, Actor Jamie Foxx, Hip Hop Artist Ludacris, Personality Kenny Burns, Actress Nicole Ari Parker, and Rainforest Film's Will Packer and Rob Hardy.

If you're interested in attending, in support of the Collective Renaissance Guild and its growth into the next decade, tickets are available for a $50.00 donation at www.collectiverenaissanceguild.org .