

7th ANNUAL WINTER WHITE PARTY HOSTED BY 200 PEACHTREE TO BENEFIT ATLANTA-BASED SOUTHERN MUSIC FOUNDATION

ATLANTA, November, 25, 2014 – The Winter White Party, premier holiday event on the east coast, celebrates its 7th consecutive year with an avant-garde, international edition at 200 Peachtree on December 15, 2014 at 9 p.m.—the proceeds from this glamorous extravaganza will benefit the Atlanta-based non-profit, Southern Music Foundation (SMF).

Last year's Winter White Party attracted more than 1,000 attendees from all over, including celebrities and sports figures, and more than 2,000 are expected to turn out this year.

The event kicks off with an invitation-only reception at the historic 200 Peachtree Special Events & Conference Center to honor the SMF. Later, the event gives way in the Grand Atrium to nonstop entertainment, dancing, and holiday cheer with invited guests socializing the night away, comprising of business professionals, artists, students, fashionistas and celebrities all wearing their finest, most-fashionable and outrageous “winter white” attire.

SMF, started just this year and housed at 200 Peachtree, works to advance the future of southern music in Atlanta and celebrate its rich history. The organization is currently on a mission to raise over \$40 million in efforts to complete key initiatives comprising of educational programs, a robust performance series, as well as an interactive museum to be housed in the center of downtown Atlanta – set to launch in 2016.

“The Southern Music Foundation is honored to be the charitable beneficiary for one of Atlanta’s most anticipated holiday events,” states 200 Peachtree President Robert Patterson. “We are excited to embark on a new partnership with the Winter White Party to celebrate southern music in a festive atmosphere,” he adds.

This year’s event brings with it an international flavor with a variety of entertainers and with diverse backgrounds; from special featured performer and Grammy nominated producer-composer-artist Reggie Hines, breakthrough pop artist Cristina Quinones and Latin American DJ Nando, to beauty queen emcees and hosts Lisa Wilson (former Miss Georgia) and Jessica Black (former Miss USA).

Michael Bryant of PhilipMichaelPR states, “The Winter White Party has a unified goal to bring together the many people who support Atlanta’s local and International business climate while celebrating the city’s continued success as the music capitol of the world, and most importantly, giving back to a worthwhile cause.”

“We are thrilled to support the SMF here in Atlanta because the foundation will not only bring education, tourism and excitement to our city, but will create new opportunities for the next generation in music as well,” he adds.

This year's event has attracted the interest of Grammy Award-winning producer and songwriter Brian Michael Cox, and multi-talented producers Jermaine Dupri and Dallas Austin, to name a few.

Sponsors for the 2014 Winter White Party include Frontgate luxury furnishings, St. Ives Country Club, Rémy Martin Cognac, Audi USA, and presenting sponsor 200 Peachtree.

Connect with WWP on [Facebook](#), and follow us on [Instagram](#) (@phillipmichaelPR) and [Twitter](#) (@whitepartyatl) for continuous updates. For ticketing information please visit the event's webpage, www.winterwhiteparty.com

About the Winter White Party

Since 2008, a week before Christmas, the Winter White Party has brought out a mix of Atlanta business professionals, artists, fashionistas and celebrities, who are encouraged to wear their most fashionable or outrageous white outfits to the festive gathering.

About the Southern Music Foundation

The Southern Music Foundation's mission is to exhibit, celebrate, and educate the public on the origins, history, and continuing evolution of Southern Music by providing a permanent home for Southern Music. It will preserve and showcase important musical traditions and strengthen the public's appreciation and interest in Southern Music. For more information please visit www.SouthernMusicFoundation.com

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