

A photograph of two women sitting in the front seats of a car with red leather upholstery. The woman on the left is wearing a blue and silver sequined jacket and has pink makeup on her cheeks. The woman on the right is wearing a purple and red patterned dress and has purple lipstick and pink cheek makeup. The car's interior is visible, including the steering wheel and dashboard. The text is overlaid on the image.

THE CONNECT WORLDWIDE, PRESENTS ANNUAL

# "CELEBRATION OF CULTURE"

IN ATLANTA, SPONSORED BY BMW OF NORTH AMERICA



Luxury event offers the ultimate evening of diversity through food, fashion, music and art

(ATLANTA) - More than 300 influencers, celebrities, artists, and automotive enthusiasts gathered at the historic Georgia Freight Depot for the 2nd Annual Celebration of Culture (CoC) event. Produced by The Connect Worldwide, the evening offered guests the ultimate fusion of culinary, art, music and fashion inspired by Asian American, African American and Hispanic American cultures. BMW of North America was the epicenter of the interactive experience featuring several of its new 2018 fleet of high performance, luxury vehicles.

Using food, art, music and fashion as core elements, the CoC's goal was to create a unique and inspiring environment that celebrates diversity. Event highlights include:

- **Culinary Art** – Celebrity Chefs Palak Patel, Nichelle Benford, and Ronaldo Lineres created culturally authentic tastings for a memorable culinary experience. Craft cocktails were provided courtesy of Diageo.
- **Visual & Performance Art** – Guests enjoyed a traditional Lion and Dragon dance performance and artist Dwayne 'Dubelyoo' Wright created paintings inspired by urban culture during the event.
- **Globally Inspired Music** – Diverse musical performances included Latin jazz by El Pariseo, as well sounds by DJ D-Nice and the pioneering hip-hop artist Doug E. Fresh.
- **Fashion & Design** – Culturally distinct fashion designs by Tristan Blake were also presented as platform models mingled with guests throughout the evening.

"The language of great food, music and art is universal– so it made sense for BMW to lead the charge in creating new ways to engage influencers," said Kevin Williams, Head of Multicultural Marketing and Diversity & Inclusion for BMW of North America. "Through the CoC platform, we are redefining diversity in one of the most authentic and intimate ways possible. It's proof that embracing different cultures is a powerful way to connect."

In keeping with BMW's commitment to supporting underserved communities, funds were donated to the Grab A Ball & Play Foundation, which raises funds to purchase new athletic balls for deserving youth. This event's efforts will benefit the Atlanta and Houston communities. The gift was accepted by legendary NBA player Julius "Dr. J." Erving during a special check presentation on behalf of his daughter and Founder, Jazmin Erving.

As the official event MC, comedian Jonathan Slocumb kept guests entertained, while journalist and TV anchor Roland Martin hosted the star-studded red carpet. Other celebrity guests included Jermaine Dupri, Cynthia Bailey and Lisa Wu, to name a few. In 2018, The Connect Worldwide plans to roll out the CoC campaign in other diverse cities including Los Angeles, New York, and Chicago.

**NOTE TO JOURNALISTS:** Additional event images, info and bios are available below:

- BMW CoC Gallery
- Getty Images
- CoC Overview
- Join the conversation: #CelebrationOfCulture @BMWUSA