

ART of the GALA

3RD ANNUAL ART OF THE GALA ANNOUNCES GRAMMY NOMINEE AND ACM AWARD-WINNING COUNTRY MUSIC ARTIST JACK INGRAM AS KEYNOTE SPEAKER

Art of The Gala Returns Tuesday, October 23 at JW Marriott

AUSTIN, TX (September 6, 2018) -- The 3rd annual Art of the Gala announced today the first of many significant speakers for their highly acclaimed event with their confirmation of keynote speaker, Austin's own Grammy nominee and ACM award-winning country music artist, Jack Ingram.

Inspired by childhood memories of attending the charitable events of Ben-Willie-Darrell, Jack understands the impact of giving back and reached out to Coach Mack Brown and the result was the creation of Mack, Jack & McConaughey (MJ&M).

With his love of the city, decades in the music industry and as one of three principals of MJ&M, he'll bring incredible knowledge on brand-building through philanthropy. MJ&M is Austin's premier charity event and has raised nearly \$10 million for local children's charities since its inception 6 years ago.

"I am thrilled to be invited to present at The Art of The Gala," said Ingram. "Investing in education and elevating local philanthropic leaders and nonprofit team members will maximize the impact for our community."

Ingram will focus his presentation on the nuts and bolts of building and hosting a successful event as well as building your personal brand through giving back.

The 2018 Art of the Gala will be held on **Tuesday, October 23, 2018**, at the JW Marriott Austin. Early bird tickets are now on sale through September 30. The nonprofit attendee sale, along with that for regular attendees, ends October 21. Tickets are available for purchase at <https://www.eventbrite.com/e/art-of-the-gala-tickets-47969791939>. For more information on Art of the Gala, please visit <http://www.theartofthegala.org>.

MEDIA CONTACT: Courtney Knittel /courtney@giantnoise.com/ (512) 382-9017

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ABOUT THE ART OF THE GALA

The Art of the Gala is a full-day event to empower area nonprofit organizations, their leadership and investors with the knowledge and tools to succeed in a crowded market. Innovation, new ideas and an entrepreneurial approach are the foundation for creating successful events to build your brand and better the community. Network and learn from event planners, fundraising experts, individual and corporate philanthropists.

This unique event planning expo involves a day where volunteer fundraising event planners learn about best practices for fundraising as well as new methods and strategies from nonprofit experts and professionals. Last year, more than 150 attendees from across Texas representing 100 local nonprofits heard from 20+ speakers on how to produce more effective fundraising events. For more information on Art of the Gala, please visit <http://www.theartofthegala.org>

ABOUT GIVINGCITY AUSTIN

GivingCity Austin is the only online media organization that helps you support the causes you care about. Through news, features and events, we work with media and community partners to help you have a better understanding of your place in a local giving community. <http://www.givingcityaustin.com>

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