FOR IMMEDIATE RELEASE

RAISE A GLASS FOR A TOP-SHELF CAUSE AT HIGHL Ball

Local bartenders to compete at boozy bash benefiting the High Museum of Art

ATLANTA, Sept. 7, 2016 — Atlanta’s top mixologists will go head to head in a craft cocktail competition at the inaugural Highball, a fundraiser featuring libations, light bites and music at the High Museum of Art on Feb. 18, 2017.

“In more ways than one, we’ll really be mixing it up with this new event to support the High,” said Allison Chance, the High’s director of development. “We’re thrilled to bring the booziest minds in Atlanta mixology together with a lively crowd of cocktail connoisseurs for the first time at the Museum.”

Highball will feature 12 local bartenders selected by committee from a pool of applicants.

Bartenders interested in competing may submit an application at www.high.org/highball. Applications are due by Oct. 5, 2016, and selected bartenders will be notified by Oct. 17, 2016.

Each bartender will reveal his or her original cocktail recipe at the event. Guests may taste each cocktail and vote for the “People’s Choice” winner, who will be announced at evening’s end. A local expert will also select a “Critic’s Choice” winner based on appearance, taste, complexity, balance and originality. In addition to bragging rights, the winning bartenders will each receive a cash prize. Throughout the night, guests will enjoy music by DJ Teknology and food by Sterling Spoon catering.

Doors will open at 6:30 p.m. for a benefactor preview hour, with general admission beginning at 7:30 p.m. All Atlantans 21 and older are encouraged to attend, and all proceeds will benefit the High’s operating budget. Single tickets are $100 for Museum members and $125 for not-yet members. Benefactor packages begin at $500. Tickets and packages may be purchased online at www.high.org/highball. Attire is dressy casual.

Event listing:

**Highball**
Saturday, Feb. 18, 2017
6:30 to 11 p.m.
Benefactor hour begins at 6:30 p.m., followed by general admission at 7:30 p.m.
High Museum of Art
Margaretta Taylor Lobby, Wieland Pavilion
1280 Peachtree St. NE, Atlanta, GA 30309
Clink, drink, win! Atlanta’s best bartenders compete in a head-to-head craft cocktail competition at this fundraiser benefiting the High Museum of Art. Guests will raise a glass for a top-shelf cause and vote for their favorite libation as they enjoy music and light bites. Single tickets are $100 for Museum members and $125 for not-yet members. Benefactor packages begin at $500. More info and tickets available at www.high.org/highball.

**Highball Support**
Presenting Sponsor – Delta Air Lines.

**About High Museum of Art**
The High is the leading art museum in the southeastern United States. With more than 15,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19th- and 20th-century American art; a substantial collection of historical and contemporary decorative arts and design; significant holdings of European paintings; a growing collection of African American art; and burgeoning collections of modern and contemporary art, photography, folk and self-taught art, and African art. The High is also dedicated to supporting and collecting works by Southern artists. Through its education department, the High offers programs and experiences that engage visitors with the world of art, the lives of artists and the creative process. For more information about the High, visit high.org.

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**DIGITAL IMAGES AVAILABLE UPON REQUEST**

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