HIGH   HIGH MUSEUM OF ART ATLANTA

1280 PEACHTREE STREET, N.E. • ATLANTA, GEORGIA 30309

FOR IMMEDIATE RELEASE

HIGHBALL IS BACK FOR ANOTHER ROUND

Local bartenders invited to compete at 2nd annual boozy bash
benefiting the High Museum of Art

ATLANTA, Sept. 27, 2017 — Atlanta's top mixologists will once again go head to head at the High Museum of Art's 2nd annual Highball, an exclusive craft cocktail competition featuring libations, light bites and lively music on Feb. 10, 2018. Tickets are on sale now for High members and will be available to the general public on Dec. 14, 2017. Visit www.high.org/highball for more information and to purchase tickets while supplies last.

"Our inaugural Highball was a huge success, and our guests had a blast voting for their favorite cocktail creations," said Allison Chance, the High's director of development. "We can't wait to see what the competitors come up with this year!"

The 2018 Highball will feature 16 of Atlanta's best bartenders, selected by the event committee from a pool of applicants. This year's event will feature a Mardi Gras theme, a nod to the Big Easy energy that will precede Fat Tuesday.

Bartenders interested in competing may submit an application at www.high.org/highball. Applications are due by Oct. 27, 2017, and selected bartenders will be notified by Oct. 31, 2017.

Each bartender will reveal and serve his or her original cocktail recipe at the event to vie for the night's top honors. Guests may taste each cocktail and vote for the "People's Choice" winner, who will be announced at evening's end. Local experts also will select a "Critic's Choice" winner based on the cocktail's appearance, taste, complexity, balance and originality. In addition to bragging rights, each winning bartender will 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 p.m. for VIP benefactor access, with general admission beginning at 6:30 p.m. All cocktail enthusiasts age 21 and older are encouraged to attend; all proceeds will benefit the High. Single tickets are $100 for Museum members and $125 for not-yet-members. Benefactor packages with exclusive benefits begin at $500. Tickets and packages may be purchased online at www.high.org/highball. Guests are encouraged to dress to impress in their best Mardi Gras chic.

Event listing:

Highball
Saturday, Feb. 10, 2018
6:30 to 11 p.m.
VIP Benefactor access begins at 6 p.m., followed by general admission at 6:30 p.m.
High Museum of Art
Margaretta Taylor Lobby, Wieland Pavilion
1280 Peachtree St. NE, Atlanta, GA 30309

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 information and tickets available at www.high.org/highball.

Highball Support
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About High Museum of Art
The High is the leading art museum in the southeastern United States. With more than 16,000 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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Media contact:

Marci Tate Davis
Manager of Public Relations
marci.davis@high.org
404-733-4585