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CHRIS 180 To Host 23rd Annual CHRISal Ball *Annual event is nonprofit's largest fundraiser*

ATLANTA, GA (Aug. 3, 2023) – [CHRIS 180](#), an Atlanta-based nonprofit focused on trauma-informed behavioral health services, is prepping for its largest fundraiser, The CHRISal Ball, scheduled for Saturday, August 19, at The Stave Room. In its 23rd year, the annual event has raised millions to support CHRIS 180's mission to heal children, strengthen families and build community.

An event highlight each year is the naming of the recipient for the CHRISal Vision Award, which honors someone in the community who personifies the organization's core values: creativity, honor, respect, integrity and safety. This year, that award goes to Rich McKay, CEO of AMB Sports + Entertainment and CEO of the Atlanta Falcons. Rich and his wife, Terrin, a current CHRIS 180 board member, have been generous supporters of the organization since moving to Atlanta 10 years ago. Rich has been crucial in strengthening CHRIS 180's relationship with the Arthur M. Blank Family Foundation and increasing community engagement through the Atlanta Falcons through initiatives such as Falcons Feast each Thanksgiving, a 404 Day Celebration, shopping sprees at holidays, tickets for games and a Rooms To Go partnership for home makeovers for deserving CHRIS 180 families. The list of McKay's impact truly goes on and on.

"Rich is passionate about the work CHRIS 180 does in the community and has been such an advocate for our work," said Lori Chennault, vice chair of the CHRIS 180 Board. "Beyond his personal contributions, he's also helped our organization develop and deepen Atlanta business connections that have helped us expand our offerings to even more families. Rich is a team player, and we are thrilled to honor him."

New this year, attendees and other supporters can purchase a raffle ticket (\$50) for a chance to win a Louis Vuitton OnTheGo MM Tote Bag valued at \$3,400. The drawing will be held live at The CHRISal Ball, though the winner does not need to be present to win. Other festivities include a live art installation, powerful testimonials from CHRIS 180 clients, dancing, music, a silent auction featuring exclusive items and delectable food and drinks.

Co-chairs for the event are Georgia-Pacific's Lori Chennault, PwC's April Estes and Cyril Turner of RORS Financial. The team, who served together on CHRIS 180's board of directors, has worked for more than a year to ensure the fundraising gala is a success.

The CHRISal Ball Presenting Sponsor is Delta Air Lines. Champion Sponsors include Cox Communications, The Arthur M. Blank Family Foundation and Georgia-Pacific. Protector Sponsors are PNC, Holder, Cadence Bank, GPC and MSAC Charitable Fund.

Tickets to The CHRISal Ball and the purse raffle can be purchased at CHRISalBall.org.

About CHRIS 180

Atlanta-based nonprofit CHRIS 180 was founded in 1981 and provides life-changing trauma-informed behavioral health services and wraparound support to children, adults, families and communities that empowers them to change the direction of their lives. Over more than 40 years, the organization has worked with more than 100,000 clients to build resilience and heal from trauma, while becoming a well-respected leader in child welfare and a thought leader in supporting underserved and traumatized communities across Metro Atlanta. For more information, visit CHRIS180.org.