



Caribbean band Elvis White gives a crowd-engaging performance with Jewel and Sir Richard Branson on stage

## A (Give a) Damn Good Time!

Owning a company with a name like “**Virgin**” or “**Spanx**” must mean you have a sense of humor...and you can throw one heck of a party! Entrepreneurial icons **Sir Richard Branson** and **Sara Blakely** might just have taken the cake for throwing one of Atlanta’s finest soirées at the launch of **The Sara Blakely Foundation** dinner and “**Give a Damn**” party, respectively held at the **Ritz-Carlton, Atlanta** and the historic **Macy’s** building downtown. With the unbelievable energy,

celeb sightings including **Jane Fonda**, **André 3000** of OutKast and Backstreet Boy **Brian Littrell**, and performances by **Jewel** and **Collective Soul**, it was easy to lose sight of what the evening really was about. But, no one did. Blakely’s foundation, which initially was funded by Branson, helps young women achieve their dreams through education and entrepreneurial training, claiming to “make ‘herstory’ one woman at a time.” “I always knew I wanted to help women,” Blakely

“It must be God’s sense of humor that I started [helping women] with their butts!”

—Sara Blakely, founder of Spanx and the Sara Blakely Foundation

commented. “It must be God’s sense of humor that I started with their butts [referring to Spanx]!” Helping women is an understatement for what Blakely and her supporters have done; not only did the evening raise more than \$600,000 for the foundation, but each ticket for the VIP dinner paid for a South African girl to attend college for an entire year. The first two females to ever receive this honor, **Benati Mboxela** and **Philile Gumbi**, were special guests of the evening and couldn’t express

their excitement and gratitude enough. After the dinner (highlighted by an intimate performance by Jewel, and Branson admitting he’s a member of the mile-high club!), the VIPs slung on their red backpacks (the foundation’s symbol), and walked the red carpet to the fabulous global-themed bash inside the Macy’s building. Yes, when you’re as important as Branson and Blakely, you can shut down the streets of downtown Atlanta for your party...and no one gives a damn!