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Give Into The Groove Awards Over \$20,000

Posted on [August 4, 2014](#) by [Dan Harr](#)



"We don't need to go to Disney World, we can just come here!" shouted John Jackson Hanks, 5, during this year's Give Into The Groove at Whitaker Bank Ball Park.

Lexingtonians gave into the good times at the 11th Annual Give Into The Groove (GITG), which took place recently at Whitaker Bank Ball Park in downtown Lexington.

The family-friendly music/fashion/art extravaganza was able to generate over \$20,000 via affordable year-round events raising awareness and resources for local organizations. Give Into The Groove Sponsor and owner of SHINE Boutique Macon Brown described the year-round events like "showers before the wedding".

2014's events started with The Floral Freeway Project at tribeca trunk and made a big impact to get the ball rolling. The event raised over \$3,300 for The Give Into The Groove Foundation and over \$6,000 were distributed to local artists. An additional \$6,000 was collected at the event via partygoers and sponsors.

Give Into The Groove 2014 benefitted these organizations: Lexington Humane Society, East 7th Street Youth Program, Lexington Philharmonic, Dress for Success Lexington, The REP Theatre, Greenhouse 17, International Book Project, The Nest, Lexington Public Library, The Plantory, Kentucky YMCA, and the March Madness Marching Band.

Also awarded at this year's GIVE INTO THE GROOVE were \$5,000 to Fayette County School Art Departments. Conceived as a visual representation of Give Into The Groove's vision for community collaboration, The Virtual Quilt. Com is a free digital platform that allows users to upload images of their artwork for inclusion in an online exhibit and interactive community experience.

The Virtual Quilt project was made possible, in part, through the generous support of the Macy's Foundation, LexArts and Hot Sauce Records. Also sponsoring Give Into The Groove were Equine Standardbred, West Sixth Brewing Company, tribeca trunk, SHINE boutique, pure barre, Mix on Vine, Melamed International, Whitaker Bank Ballpark and Smiley Pete Publishing.

"Give Into The Groove's mission is to show people how many ways there are to give back to one's community", according to ellee ven, GITG founder and President of Hot Sauce Records. "Because we believe in year-round all-ages affordable philanthropy, we sponsor other events and community projects throughout the year that culminate in our

annual blowout. The hope is, we will unleash artists of all ages and show how small efforts truly add up.”

Give Into The Groove will announce the 12th Annual GITG event date and location this Fall.

www.giveintothegroove.com

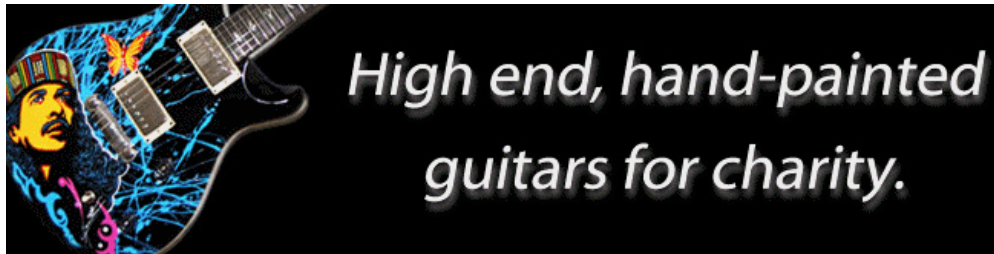
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