



PR
EVENTS
PUBLIC AFFAIRS
SOCIAL/DIGITAL
MARKETING
CRISIS

FOR IMMEDIATE RELEASE

Castle-Produced Event Named Best of Boston by *Boston Magazine*

Embrace Boston's Annual MLK Embrace Honors: Friends & Family Sneaker Affair Recognized as Best Gala of 2024

BOSTON, MA (November 19, 2024) – The MLK Embrace Honors: Friends & Family Sneaker Affair, affectionately known as “The Sneaker Gala” for its black-tie attire and flashy kicks and produced by The Castle Group, was recognized on *Boston Magazine's* Best of Boston list as the Best Gala of 2024.

A reflection of Castle's efforts to elevate Embrace and the event as a cultural steward of contemporary Boston, this is the second consecutive year Castle's events teams successfully executed the MLK Embrace Honors, welcoming over 1,200 community members to Boston's Big Night Live, honoring and celebrating exemplary civic, business, and community leaders in the Greater Boston area.

“This has become one of our signature events, and we are ecstatic to see it honored on *Boston's Magazine's* Best of Boston list,” said Wendy Spivak, Castle principal and co-founder. “At Castle, we see how collaboration and dedication can transform ideas into unforgettable experiences, and it truly takes a village to make something of this magnitude and impact. Our thanks to our amazing clients at Embrace Boston for their partnership and vision.”

The 2024 Sneaker Gala commemorated the first anniversary of The Embrace's unveiling on Boston Common. Castle oversaw every aspect of the historic moment from event execution to public relations for the nationally televised unveiling of a first-of-its-kind monument honoring Dr. Martin Luther King Jr. and Coretta Scott King and their time in Boston.

“I'm always blown away by the incredible and impeccable events magic our team brings to life, and clearly so are the people that attended the Embrace Boston gala. Thank you to *Boston Magazine* for recognizing that,” said Sandy Lish, Castle principal and co-founder. “Having supported Embrace Boston through so many milestones, with public relations, events and more, seeing our embodiment of their mission and vision culminate in the best gala in the city is incredibly rewarding. We've helped turn their

aspirations into tangible achievements that resonate within and beyond our local community. At the Embrace unveiling we saw how one moment in time can so profoundly impact so many. Now, with the sneaker gala, it feels like everyone in Boston wants to be part of it.”

Embrace Boston is committed to building a more equitable Boston with the goal of building some of the nation's most vital and largest celebrations of the MLK and Juneteenth holidays here in Boston. Imari Paris Jeffries, President & CEO at Embrace Boston, was also named among the 150 Most Influential Bostonians by *Boston Magazine* this year.

About The Castle Group

Headquartered in Boston, The Castle Group leverages its local connections and global reach to create communications strategies that deliver business results through PR, events management, crisis communications, public affairs, marketing and social media. With a client roster that covers Fortune 500, high-growth startups, privately held, energy, higher education, technology, life sciences, health care, consumer and non-profits, Castle is supremely skilled at navigating complex organizations and surfacing unique ways to powerfully deliver clients' messages. A certified women-owned business founded in 1996, Castle has been recognized with industry awards including *Inc.* Power Partners, *Forbes* Top Public Relations Agencies, *PRNews*' Top 100 Agency Elite, Top WBE CEOs, and as a Greater Boston Chamber of Commerce Small Business of the Year.

About Embrace Boston

Embrace Boston was established at the Boston Foundation in 2017, and their work is intended to inspire change and activate social justice values towards the realization of a radically equitable and inclusive Boston by 2030. Embrace Boston is a nonprofit with a mission to dismantle structural racism through their work at the intersection of arts and culture, community, and research and policy. Collectively, the work is intended to create a radically inclusive and equitable Boston where everyone belongs and the BIPOC community prospers, grounded in joy, love, and wellbeing. The organization is a deeply collaborative, BIPOC-led organization that is working toward an ecosystem which fosters equity, opportunity, and wellbeing for a transformed Boston by 2030, the city's 400th birthday.

Media Contact

Brittney Feudo

bfeudo@thecastlegrp.com

978.587.1616