



Here's Your Sneak Peek at this Year's Black Diamond Ball Gala *The Celebration of Culture and Black Artists Supports Mental Health Initiatives*

For Immediate Release

February 22, 2022 (Toronto, ON) - The signature event of Black History Month, **The 7th Annual Black Diamond Ball Fundraiser Gala presented by ArtXperiential Projects** takes place virtually on Saturday February 26th on the Hopin online platform at 7pm, with an encore broadcast on Sunday February 27th at 5pm on Citytv, and subsequent airings on [Rogers tv](#) **“This is the second year we have had to postpone our in-person event due to the pandemic,” explains Shawn Cuffie, VP of Operations, ArtXperiential Projects. “However, the show must go on, so we are televising it once again and inviting the whole country to this year’s celebration!”**

On Saturday night an interactive online pre-show on Hopin starts at 7pm, the Gala event at 8pm and the virtual afterparty at 9pm. Tune in to Citytv on February 27th at 5pm for the rebroadcast of the Gala Event. **Hosted by Juno Award winning R&B singer and songwriter Sean Jones and Reality Star Auntie Jillian, all Canadians will have a front row seat to a spectacular showcase of Canada’s top talent: Juno Reggae Award Winner TÖME, R&B group Soul Sessions, Singer-Songwriter Domanique Grant, Hip Hop Artist Mouraine, Soca singer Jaxx, Multimedia Artist Mark Stoddart, Saxophonist BePraise Sax and skating sensation Elladj Baldé!** The night includes special messages from Minister for Women and Gender Equality and Youth, Marci Ien and Registered Psychologist and Mental Health Expert Dr. Natasha Williams.

Although this time of economic hardship is affecting all businesses, our sponsors stepped up to align themselves with an event that brings hope and inspiration during a time in the world that both are needed the most. This year’s supporters include Rogers Mosaic Inclusive and Diversity Employee Resource Group, Rogers Communications Inc., RBC Royal Bank, Puma, OCAD University, MHC, Canada Goose, Canadian Black Chamber of Commerce and CE Clothier.

Complimentary tickets for the Black Diamond Ball Gala Fundraiser are available at blackdiamondballto.com Updates and Black businesses spotlight can be found at [@blackdiamondballto](https://twitter.com/blackdiamondballto) Visit www.Rogerstv.com for broadcast details.

Black Diamond Ball artists and hosts are available for interviews for Radio, Television and Print.

SNEAK PEEK at 2022 [HERE](#)

Hi-Res Photos available [HERE](#)

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