

Festive Connections and Creative Collaboration: CGM Sponsors the 7th Annual In Cahoots Holiday Mixer

On December 5th, the 7th Annual *In Cahoots Holiday Mixer* transformed **Kirby Ice House** into a hub of creativity, connection, and celebration. This highly anticipated event brought together Houston's brightest minds in marketing, communications, media, entertainment, and other creative industries for a night filled with holiday cheer and meaningful networking.

The evening kicked off with a warm welcome as guests mingled in the festive setting, complete with dazzling holiday décor that added a special touch to the lively atmosphere. Attendees enjoyed refreshments from food truck **Hearsay On The Go**, alongside holiday sweets like Christmas cookies and cupcakes provided by sponsoring companies. The combination of delicious treats, festive attire, and seasonal charm set the perfect tone for the evening.



This year's *In Cahoots Holiday Mixer* was hosted and enriched by the presence of leading professional organizations such as the [American Marketing Association \(AMA\) Houston](#), [Houston Business Marketing Alliance \(HBMA\)](#), [Insights Association South Central](#), [National Investor Relations Institute \(NIRI\) Houston](#), [American Advertising Federation \(AAF\) Houston](#), [African-American Marketing Association \(AAMA\)](#), [International Entertainment Partnership \(IEP\)](#), [International Association of Business Communicators \(IABC\) Houston](#), [Public Relations Society of America \(PRSA\) Houston](#), [Southwest Alternate Media Project \(SWAMP\)](#), [Houston Cinema Arts Society \(HCAS\)](#), and the [Houston Entertainment Initiative \(HEI\)](#). These organizations each represent a unique segment of Houston's creative and professional landscape.

This event was also made possible thanks to the support of sponsoring companies, including [Fifth Ring](#), [VISION Production Group](#), [AI Digital](#), [DLG Research](#), [PR Newswire](#), and [CReed Global Media](#). Their contributions helped create an unforgettable experience for over 200 attendees while demonstrating their commitment to Houston's creative industries.

By coming together at this event, these groups not only strengthened their individual networks but also showcased the collective power of Houston's business industries. This united front encourages cross-sector partnerships, amplifies resources, and drives new opportunities for creatives and businesses alike. "From empowering emerging talent to promoting local productions and innovative campaigns, our combined efforts are helping to position



Houston as a leading hub for media, entertainment, and marketing," states Centrell Reed, President of the IEP. "Events like this serve as catalysts for meaningful conversations, future collaborations, and the overall growth of the industry, reinforcing Houston's reputation as a city where ideas flourish and creativity thrives."



One of the mixer's standout features was its focus on giving back. This year, the event proudly supported **Giving Paws A Helping Hand: Abandoned Animal Rescue**, a nonprofit dedicated to providing care and shelter for abandoned animals. Through donations and contributions from attendees, the organization received much-needed support, showcasing the power of community in making a tangible impact.

Adding to the excitement, raffles were held throughout the night, with ticket numbers called as attendees networked and mingled. The chance to win prizes brought a playful energy to the event, complementing the relaxed yet purposeful conversations that unfolded among guests. Many expressed their gratitude for the opportunity to meet new collaborators and reconnect with familiar faces, emphasizing the importance of events like these in fostering Houston's business communities.



Attendees raised their glasses in celebration to toast a year filled with innovation, hard work, and progress. The In Cahoots Holiday Mixer proved to be more than just a seasonal gathering—it was a testament to the strength of Houston's creative network and its potential to drive change and inspire action. As the event came to a close, many left feeling inspired and motivated for the year ahead. The *In Cahoots Holiday Mixer* once again cemented its reputation as a must-attend event, blending professional development, community impact, and holiday spirit seamlessly.

CRreed Global Media is proud to have been a part of this special evening and extends heartfelt thanks to all who attended, supported, and contributed to its success. Here's to another year of wins, collaboration, and making a difference. Stay tuned for more events and opportunities to connect in the new year!

Visit our [Instagram](#), [Facebook](#) & [LinkedIn](#) accounts for more highlights from this event. To learn more about how **CRreed Global Media** connects innovators, enhances brands, and delivers cutting-edge media solutions, [visit our website](#), contact us via email at info@CRreedGlobalMedia.com, or by phone at (713) 892-5717.