



THE
GRAND
THEATER

Performing Arts Foundation, Inc.
401 Fourth Street
Wausau, WI 54403-5420
715-842-0988
www.grandtheater.org

Press Release

Contact:

Melanie Schumann
Director of Marketing and Development
Performing Arts Foundation
715.842.0988 X 240
mschumann@grandtheater.org

Ninety years after its opening night, The Grand kicks off their annual fund drive

The Grand Theater kicks off their annual fund drive campaign to help support the performing arts in North Central Wisconsin. The fund drive will run until June 30, 2018, giving donors the chance to be part of The Grand's family of supporters who inspire and fuel their strong tradition of performing arts excellence and service to the region.

2017 was a momentous year for The Grand with many outstanding accomplishments. It was recognized as one of Pollstar's Top 150 Theaters in the World; created the inaugural Tommy Ensemble, a performance ensemble made up of the best high school musical theatre talents in the area; expanded their community engagement efforts with film screenings, historical exhibits and dance classes; and welcomed 132,000 patrons through their doors, including an astounding 4,800 who experienced the historic venue for the first time.

Many know The Grand foremost as presenter of world-class performing arts. With the Beach Boys, Grammy winner Kenny G, and two Tony Award winning Broadway musicals gracing the historic Grand Theater stage just this year, The Grand brings the best performances to residents of not only Marathon County, but 66 surrounding counties as well. The Grand's Arts In Education Series brings curriculum-based performances to over 18,000 area students and provides hundreds of scholarships to students who cannot afford the \$5 ticket. The Access For All program provides tickets to evening shows for low-income families.

"These are great times at The Grand, and we are working hard every day to continue the 90 years of excellence at this incredible venue," said Sean Wright, Executive Director. "Your support truly makes it all possible—from presenting diverse offerings of the best in arts and entertainment to impacting North Central Wisconsin through a multitude of unique community engagement programs."

Even in the most successful of Seasons, The Grand relies on the community for over a third of their annual budget. With donations through the fund drive campaign, The Grand is able to engage the best

artists, create meaningful engagement opportunities, keep ticket prices reasonable, and develop memorable experiences for all patrons.

“Donations to our fund drive allow us to go above and beyond simply presenting shows,” said Melanie Schumann, Director of Marketing and Development. “The support of the community is what makes The Grand a place for everyone to experience the power of the arts.

The Grand Theater has been a cornerstone of the Wausau community for nearly a century. With the generous support of community arts advocates, The Grand will continue to be Central Wisconsin’s home for the arts, culture, and community for years to come.

To find more information about The Grand or to make a donation, visit www.grandtheater.org, or call 715.842.0988.