



THE
GRAND
THEATER

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Press Release

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The Grand kicks off their annual fund drive with the help of local businesses

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, 2019, 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.

To help celebrate the launch of this year's fund drive, local businesses like Thrive Foodery, Sweets on 3rd, Daly's Restaurant, Red Eye Brewing Company, and City Grill are offering specials on select dishes and beverages to benefit The Grand Theater during the month of February.

"We are so appreciative of the community's support to keep the mission of this historic theater growing. All donations, no matter the size get to be a part of something life-changing and impactful," said Melanie Schumann, Director of Marketing and Development.

2018 was another momentous year for The Grand. They were recognized for the second year as one of Pollstar's Top 150 Theaters in the World; continued to expand their community engagement efforts with workshops, seminars, dance classes, and more; and welcomed more than 130,000 patrons through their doors.

Donations to The Grand's annual fund drive allow over 17,240 students each year to be introduced to the performing arts through the Arts In Education Series matinees, and support nearly 900 scholarships that ensure all students, regardless of their family's economic status, are able to experience the magic of theater with their class. Donations fund programs like the 10x10 Series and Community Engagement Series, which last year introduced 6,298 new audience members to unique ways to get involved in the arts. Community support also helps countless performers to make The Grand Theater their creative home; whether that means nationally touring artists like Riverdance or The Beach Boys, or the dozens of local organizations that use the theater to stage productions and hold events.

Even in the most successful of Seasons, The Grand relies on community support for over a third of their annual budget. With donations through the fund drive campaign, The Grand is able to engage the best artists, develop meaningful engagement opportunities, keep ticket prices reasonable, and create memorable experiences for all patrons.

“These are great times at The Grand, and we are working hard every day to continue the 90-plus 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.”

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.