



THE
GRAND
THEATER

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Press Release

The Grand adds COVID-19 vaccination or negative test to its emergency pandemic policies for all ticketed shows

WAUSAU, WI – October 1, 2021 – As live performances return to The Grand Theater after a long hiatus due to the COVID-19 pandemic, we want to ensure the safest environment possible for our patrons, artists, employees, volunteers, and the entire community. Therefore, The Grand will join the growing number of performing arts centers and entertainment venues across the nation whose current policies now include COVID-19 vaccination or negative test for patrons. We have implemented the following policies, effective Tuesday, October 12, 2021.

- All patrons ages 12 and older will be required to show proof of full COVID-19 vaccination, or lab-verified negative COVID-19 test, to attend all ticketed events at The Grand Theater.
- Patrons 11 and younger will be permitted to enter The Grand Theater without proof of vaccination or a negative test result, provided they wear a mask at all times inside the venue.
- Masks are still required for all patrons, regardless of vaccination status, unless actively eating or drinking. This policy has been in effect since September 1, 2021.

“The return of live performances to The Grand has been incredibly exciting,” said Sean Wright, Executive Director. “After 18 months of no live shows, we want to help ensure that shutting down our stage doesn’t happen again. Our updated policies will allow performances to continue in a safer environment for the audience and will help artists continue to tour with less risk of illness to themselves and their crew.”

The updated policy was developed in conjunction with artists, producers and agencies who bring their tours to The Grand and is in line with similar policies at hundreds of theaters, arenas, stadiums and festivals across the country. Presenting live shows is a complex business -- especially for multifaceted acts such as nationally touring Broadway productions – and relies on the good health of equipment crews, technical operators, performers, and venue staff to ensure the shows will go on as scheduled.

“While we understand that some people may not agree with this policy, we hope the public understands that both the well-being and livelihood of thousands of individuals and families in the performing arts industry are at stake, including here in central Wisconsin,” Wright said.

Ticketholders who do not want to wear a mask and those unable to show proof of vaccination or lab-verified negative COVID-19 test may obtain a ticket refund up to 48 hours prior to the performance by contacting The Grand’s Box Office at info@grandtheater.org or 715-842-0988.

Emergency pandemic policies will be reviewed and updated as necessary. The Grand already has required proof of vaccination for all its staff and volunteers, and prior to reopening in August made substantial updates to facility and operation:

- Our air system brings in fresh air from the outside to help limit the spread of airborne viruses. In addition, we have upgraded our system with enhanced air purification from a state-of-the-art bipolar ionization system.
- Touchless technology and hand-sanitizing stations have been added throughout the building.
- Guests will soon be able to order their beverages online with our new ordering site and pick-up in the Great Hall.
- Mobile ticketing and digital programs for guests to use at their convenience.
- Increased the frequency of cleaning throughout the building for high-touch areas.
- Added state-of-the-art practices including electro-static spraying to clean areas such as fabric seats.
- Trained all employees in critical hand washing and cleaning guidelines.

The Grand Theater has partnered with the Bindle app to help streamline the vaccination and negative test result verification at our facility and hundreds of other venues. We encourage patrons to consider this option at www.JoinBindle.com. More details and an FAQ section on the new policies can be found on The Grand's website at www.grandtheater.org.

We have enjoyed seeing so many familiar faces back once again to enjoy our stage. Nearly 40 shows are scheduled for The Grand's 2021-22 season, including nationally acclaimed comedians, seven Broadway musicals, and international performing artists. See the full calendar at www.grandtheater.org.

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