



MEDIA RELEASE

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MILWAUKEE REPERTORY THEATER Announces Classic Play Initiative Thanks to Grants from **The Bradley Foundation** and the **Richard Hearn Estate**

July 10, 2019 – (Milwaukee) [Milwaukee Repertory Theater](#) Artistic Director **Mark Clements** and Executive Director **Chad Bauman** are thrilled to debut a five year Classic Play Initiative thanks to seed funding in the form of a **\$100,000** renewable grant from **The Bradley Foundation** and a **\$250,000** grant from the **Richard Hearn Estate**. For the next five Seasons beginning with the 2020/21 Season, **Milwaukee Rep** will produce one Classic play in the Quadracci Powerhouse in tandem with innovative audience development, community engagement and educational activities. Each play will run for up to 48 performances to maximize educational opportunities in the network of 200 schools across the state currently receiving educational programming from **Milwaukee Rep**.

In selecting classic plays to produce, **Milwaukee Rep** will prioritize world masterpieces written prior to 1900 that have endured beyond the time period they were written, to reflect the universality of the human existence, and raise the consciousness to philosophical, intellectual and spiritual questions pertaining to the human condition. The first of five plays will be programmed in the 2020/21 Season and will be announced at a later date.

“The Bradley Foundation appreciates all that Milwaukee Rep contributes to the vitality of the arts and culture in Milwaukee,” said The Bradley Foundation President and Chief Executive Officer **Richard Graber**. “We are especially grateful that its leaders have prioritized highlighting historically significant masterpieces that deal with universal themes central to the preservation of Western Civilization.”

“In recent years we have prioritized new works, with the revitalization of our New Play Development Program,” said **Artistic Director Mark Clements**. “But classic plays, are regarded as classics for good reason, and partnered with our new work will provide patrons and students an even broader view of society, fostering understanding, tolerance and empathy.”

About Milwaukee Repertory Theater

Milwaukee Rep is the largest performing arts organization in Wisconsin in terms of audiences served and one of the largest professional theaters in the country. Each year, The Rep welcomes up to 275,000 people at nearly 700 performances of 15 productions ranging from compelling dramas, powerful classics, new plays and full-scale musicals in its three unique performance venues – the Quadracci Powerhouse, Stiemke Studio and Stackner Cabaret. For over 65 years, The Rep has gained a national reputation as an incubator of new work, an agent of community change and a forward-thinking provider of vital arts education programs. Under the leadership of **Artistic Director Mark Clements** and **Executive Director Chad Bauman**, Milwaukee Repertory Theater ignites positive change in the cultural, social, and economic vitality of its community by creating world-class theater experiences that entertain, provoke, and inspire meaningful dialogue among an audience representative of Milwaukee’s rich diversity.

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