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Milwaukee Repertory Theater's Powering Milwaukee Campaign Hits New Heights with Record Setting \$1 Million Raised at Curtain Call Ball and \$1.55 Million Gift from The Lubar Family

Sustaining Trustee Anthony Petullo and an Anonymous Donor pledge to match new or increased gifts up to \$7.5 million through June 30, 2023 to reach a key financial milestone and greenlight construction.

Plus new architectural renderings and virtual walk through video revealed.

May 31, 2023, MILWAUKEE — [Milwaukee Repertory Theater](#) (Milwaukee Rep) today announced a series of new gifts to the [Powering Milwaukee Campaign](#), including a record setting \$1 Million raised at the annual Curtain Call Ball on May 13. Co-chaired by Dawne and Ray Manista, Diane and Clark Slipher, and Jean and Rich Tennesen, the event featured over 400 attendees who experienced an 80s Rewind themed party full of unique theater experiences, dinner, dancing, and a virtual sneak peek into the [Associated Bank Theater Center](#).

The Powering Milwaukee Campaign also received a \$1.55M gift from the **Lubar Family** to name The Lubar Family Donor Lounge which will be located on the top floor of the Associated Bank Theater Center reachable by patrons visiting all three theater venues – a feature they currently do not have.

“The Lubar family has proudly supported Milwaukee Rep for decades because we see the theater as a critical piece of the cultural fabric of the city,” said **Joan Lubar**. “A significant investment in Milwaukee Rep’s facilities is needed for the safety of the building to staff and patrons, to remain competitive and continue its growth and to lead as a top-tier theater with a world-class venue.”

To continue the momentum, Sustaining Trustee **Anthony Petullo** and an Anonymous Donor have pledged to match every new or increased gift dollar for dollar through June 30, 2023, up to \$7.5 Million in order to reach a key financial milestone in the campaign.

“We are so fortunate to have friends and families like the Lubars and Petullos who have been actively involved with Milwaukee Rep for decades. They encourage big thinking and understand that an investment in our theater today benefits generations to come,” said Executive Director **Chad Bauman**. “We want to start construction on our new home in the Associated Bank Theater Center as soon as possible, knowing that the longer we delay, costs will go up and the risk of a catastrophic building failure in the meantime significantly increases. The Petullo Challenge to match new or increased gifts up to \$7.5M will push us past that critical point allowing us to greenlight the project on our preferred timeline and better serve our community and mission by doing what we do best, provide world class theater that entertains, provokes, and inspires.”

The **Powering Milwaukee Campaign** to build the new **Associated Bank Theater Center** will define the standard of theater in Wisconsin for generations to come. The campaign funds the creation of a new complex, including three state-of-the-art performances spaces, a large, unified lobby providing ample

opportunities for community events, a dedicated **Herzfeld Foundation Education & Engagement Center** to serve the theater's 20,000+ students, an expanded offsite production center employing hundreds of local artisans, and venues with modern audience amenities.

Take a virtual walk through the new Associated Bank Theater Center:



Special Thanks to Curtain Call Ball Presenting Sponsors Eppstein Uhen Architects, Hunzinger Construction, Northwestern Mutual and Rockwell Automation.

To learn more about the Powering Milwaukee Campaign and to get involved, please visit www.MilwaukeeRep.com/PoweringMilwaukee.

About Milwaukee Repertory Theater

Milwaukee Rep is the largest performing arts organization in Wisconsin with three unique performance venues in the **Associated Bank Theater Center**— the Quadracci Powerhouse, Stiemke Studio and Stackner Cabaret. For over six decades, Milwaukee Rep has been a centerpiece of Milwaukee's vibrant arts and cultural scene with productions ranging from Broadway musicals to Shakespeare to American Classics and New Works that are entertaining, inclusive, and impactful. 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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