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**HERZFELD FOUNDATION DONATES \$5 MILLION TO
MILWAUKEE REPERTORY THEATER'S POWERING MILWAUKEE CAMPAIGN**

Donation will name The Herzfeld Foundation Education & Engagement Center, a new state-of-the-art education and engagement hub within the Associated Bank Theater Center

MILWAUKEE — Today, [Milwaukee Repertory Theater](#) (Milwaukee Rep) announced a \$5 million donation from the Richard and Ethel [Herzfeld Foundation](#) – the single largest grant the foundation has ever made – as part of its [Powering Milwaukee Campaign](#). The \$5 million grant will help build The Herzfeld Foundation Education & Engagement Center in the new Associated Bank Theater Center, creating a dedicated space for Milwaukee Rep's growing education and engagement programming – a space they currently do not have.

"The Herzfeld Foundation has been a terrific partner and consistent supporter of Milwaukee Repertory Theater for decades," said Chad Bauman, Milwaukee Rep Executive Director. "The Foundation's support of arts and education, in memory of Richard and Ethel, has been a driving force behind Milwaukee's world-class cultural community. This visionary investment in Milwaukee's future generations will ensure that we can grow our award-winning education and engagement programs and better serve the more than 20,000 students and countless community members who participate currently.

The Herzfeld Foundation Education & Engagement Center will create a dedicated space for Milwaukee Rep's student and community programming featuring:

- A fully equipped performance venue with seating for up to 125 patrons
- Multiple classrooms for rehearsals and workshops
- Accessible restrooms
- A prep kitchen for use during events
- An entrance directly off the Riverwalk
- A state-of-the-art event space made available to community partners

Currently, Milwaukee Rep provides programs for thousands of students with no classroom or community spaces to serve them. The new Herzfeld Foundation Education & Engagement Center will allow Milwaukee Rep to broaden and deepen current programming while creating a greater impact in the community.

“For 70 years, Milwaukee has benefited from having a world-class theater in our city. For many of those years, the Foundation has witnessed first-hand the transformative impact of Milwaukee Repertory Theater and its renowned education and engagement programs,” said Carmen Haberman, President of the Herzfeld Foundation. “We are proud to make this historic grant to Milwaukee Rep’s Powering Milwaukee Campaign to ensure that future generations continue to reap the benefits of the theater and its programming, to create a dedicated space to grow Milwaukee Rep’s education and engagement programs, and to power a more creative and connected Milwaukee.”

Milwaukee Rep education and engagement programming shapes, builds, and reinforces the organization’s mission in the community by providing a venue to learn and form relationships through the arts, with programming such as:

- **Community Conversations** to engage patrons from all backgrounds in thoughtful conversation about Milwaukee’s most pressing issues.
- **Neighborhood Partnerships** to support existing neighborhood revitalization initiatives in partnership with community organizations, using the arts as a tool to help achieve neighborhood goals.
- **Reading Residencies** in over 30 seventh through ninth grade classrooms teaching curriculum specifically created to increase literacy and social-emotional skills including reading comprehension, inferencing, social awareness, and confidence.
- **Rep Immersion Days** which bring together Reading Residencies and School Subscriptions for a full day theatrical experience that looks behind the curtain of the show.
- **Next Narrative Monologue Competition (NNMC)** brings students the opportunity to perform monologues by one of 50 nationally-renowned Black contemporary playwrights to compete and win scholarships and perform at the famous Apollo Theater in Harlem.
- **Teen Council** brings teens together to develop leadership, community building, and college and career preparedness skills by participating in teen nights and advocating for arts funding in front of their Wisconsin State Representatives.

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 – 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. More information is available at www.MilwaukeeRep.com

About Herzfeld Foundation:

The Herzfeld Foundation makes grants available for government and nonprofit entities in the areas of Arts and Culture, Education, Arts Education and limited funding in Civic Improvement. The Foundation

puts particular emphasis on those projects that benefit the Greater Milwaukee area. More information is available at: www.herzfeldfoundation.org