

For immediate release:

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THE MARCUS CENTER TURNS RED FOR WORLD AIDS DAY

MILWAUKEE, WI (November 30, 2010) – The Marcus Center is turning “red” in honor of World AIDS Day on Wednesday, December 1, 2010. The Marcus Center was chosen by Mayor Barrett to be a major landmark in Milwaukee to turn “red.” By turning the Marcus Center “red,” we are letting Milwaukee and the world know our support in the fight to eliminate AIDS.

Other landmarks around the world will be turning “red” to bring awareness to HIV/AIDS. RED™ was created to bring the power of consumers, the public sector and the private sector to help eliminate AIDS in Africa. World AIDS Day is set to bring awareness to the AIDS pandemic by turning our cities (RED).

RED™ works with some of the world’s most recognized brands including Apple, Nike, Starbucks and others to make unique (PRODUCTS) RED™-branded products and direct up to 50% of their gross profits to the Global Fund to invest in the fight against AIDS in Africa.

Since RED™ launched, all of these simple choices have added up to \$150 million directed to the Global Fund where 100 percent of this money is put to work in Africa. Most importantly, over 5 million lives have been impacted by HIV/AIDS programs that RED™ money helps fund in Ghana, Lesotho, Rwanda, South Africa, Swaziland and Zambia.

The Marcus Center is proud to be apart of this year’s World AIDS Day. This day is a time for us to reflect on what has been accomplished in the fight against HIV/AIDS. It is also a day to commit to continue efforts to spread awareness and eliminate the disease. On December 1, cities will unite around the world to raise awareness locally and globally of the issue.

ABOUT THE MARCUS CENTER FOR THE PERFORMING ARTS

The Marcus Center for the Performing Arts is owned and partially funded by Milwaukee County. The Marcus Center has been the premier entertainment destination for Milwaukee and Wisconsin since 1969. It provides the setting for outstanding cultural experiences, where the arts come to life for current and future generations. Located in the heart of the Downtown Theater District, the Marcus Center is a community facility that offers live performance of opera, ballet, children’s theater, symphony and first-class national touring productions. For event information and details about Broadway shows presented as part of Time Warner Cable Broadway at the Marcus Center Series, visit the Marcus Center website at www.MarcusCenter.org.

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