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FOR IMMEDIATE RELEASE:



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**JOHNSON FINANCIAL GROUP CONTINUES SUPPORT OF MARCUS  
PERFORMING ARTS CENTER WITH MULTI-YEAR EXTENSION OF  
BROADWAY AT THE MARCUS CENTER TITLE SPONSORSHIP**

**MILWAUKEE, WI (Thursday, February 3, 2022)**— Today, the Marcus Performing Arts Center and Johnson Financial Group announced a renewed multi-year Title Sponsorship of the Johnson Financial Group Broadway at the Marcus Center Series. Johnson Financial Group has been the Title Sponsor of Broadway since the 2019-20 season and has not only supported tremendous artistic achievements, but also substantial economic impact for the region. Key successes to date include the Milwaukee premiere of HAMILTON in October 2019 and return in October 2021, celebrating the Marcus Performing Arts Center’s 50<sup>th</sup> Anniversary season, and generating more than \$83 million of economic impact for Milwaukee through 20 weeks of presented Broadway. The extended Presenting Sponsorship will be in place through the 2024-25 season.

“We greatly appreciate the continued support of our long-term partner, Johnson

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Financial Group. Their commitment to the region’s performing arts community is invaluable,” said Marcus Performing Arts Center President and CEO Kendra Whitlock Ingram. “This partnership plays a leading role in bringing the best of touring Broadway to our region and ensures the Marcus Center continues to be a gathering place for all.”

“Having a great performing arts scene is incredibly important to the vibrancy of the city and making our downtown a destination for people throughout Wisconsin,” said Johnson Financial Group President and CEO Jim Popp. “Johnson Financial Group is happy to continue our support of the Marcus Performing Arts Center and proud to continue supporting Milwaukee's premier destination for the performing arts!”

The Marcus Performing Arts Center will host their 2022/2023 Season Reveal on Tuesday, March 29. Next season’s lineup for the Johnson Financial Group Broadway Series and MPAC Presents programming will be announced.

Approximately 600,000 people attend various performances and events each year at the Marcus Performing Arts Center, including performing arts, youth education programs, community events, and other special events. The Johnson Financial Group Broadway Series alone brings in an average of 128,000 patrons to the Marcus Performing Arts Center each season and has been a flagship series in the Milwaukee performing arts community since 1996.

For more information on the Johnson Financial Group Broadway Series, visit: <https://www.marcuscenter.org/series/broadway>

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### **About Marcus Performing Arts Center**

Established in 1969, the Marcus Performing Arts Center (MPAC) is the premier performing arts community gathering space in Southeastern Wisconsin, bringing high-quality arts and cultural programming to the region. As a mission-based 501(c)3 non-profit organization, MPAC strives to act as a bridge between cultures and an energizing force for collaboration and advocacy in the community. The

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touring Broadway series, sponsored by Johnson Financial Group, is recognized as bringing the best of Broadway entertainment to Milwaukee since 1996, and provides opportunities to educate, entertain, and engage audiences. As a presenter, MPAC offers its own diverse arts and cultural programming and outreach, such as MC Presents, Live At Peck, KidZ Days, ArtsConnect, and additional performances from internationally-renowned performing artists. The Marcus Center is also home to a variety of resident arts partners, including First Stage, Milwaukee Ballet, Florentine Opera Company, Black Arts MKE, Milwaukee Youth Symphony Orchestra, and more. MPAC is proud to be a dedicated War Memorial facility, honoring those who bravely served our country. For more information, visit [www.marcuscenter.org](http://www.marcuscenter.org).

### **About Johnson Financial Group**

Johnson Financial Group, with offices in Wisconsin and Minnesota, is a privately owned financial services company offering banking, wealth and insurance solutions through its subsidiaries, Johnson Bank, Johnson Wealth, and Johnson Insurance Services. For more information visit [johnsonfinancialgroup.com](http://johnsonfinancialgroup.com).

### **About Broadway Across America**

Broadway Across America (BAA) is part of the John Gore Organization family of companies, which includes [Broadway.com](http://Broadway.com), The Broadway Channel, [BroadwayBox.com](http://BroadwayBox.com) and Group Sales Box Office. Led by 14-time Tony-winning theater producer John Gore (Owner & CEO), BAA is the foremost presenter of first- class touring productions in North America, operating in 47 markets with over 400,000 subscribers. Presentations include *Disney's The Lion King*, *Wicked*, *The Book of Mormon*, *The Phantom of the Opera* and *Hamilton*. Current and past productions include *Ain't Too Proud*, *Beautiful*, *Cats*, *Chicago*, *Dear Evan Hansen*, *Mean Girls*, *Moulin Rouge!* and *To Kill A Mockingbird*.

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