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MARCUS PERFORMING ARTS CENTER ANNOUNCES “BROADWAY SKATES!” EVENTS AT RED ARROW PARK

Costume contests, live DJs, and more in store for new winter events!

MILWAUKEE (December 15, 2022) – The Marcus Performing Arts Center announces new Broadway Skates! events at Red Arrow Park’s Slice of Ice this winter as part of the launch of the Milwaukee Theater District. Skate to your favorite Broadway tunes in the heart of downtown Milwaukee during these free community events:

Broadway Skates! HAIRSPRAY – Friday, January 20, 2023 from 6 - 8PM

Guests of all ages are encouraged to dress in their favorite ‘60s fashions and skate to tunes spun by DJ Shawna, official DJ and producer of the Milwaukee Bucks, with colored themed lights by Events by Design. Prizes will be awarded to the best themed outfits, including tickets to the Opening Night of **HAIRSPRAY!**

HAIRSPRAY the Musical comes to the Marcus Performing Arts Center February 7-12 as part of the 2022/2023 Johnson Financial Group Broadway at the Marcus Center Series.

Broadway Skates! Disney’s FROZEN – Saturday, February 18, 2023 from 11AM - 2PM

Bring the whole family along to skate to songs from the **FROZEN** Broadway Original Cast Recording, which features the songs you know and love from the original Oscar® Award-winning film plus an expanded score with a dozen new numbers. Participants are encouraged to arrive in costume for the chance to receive **FROZEN** giveaways.

Disney's FROZEN is playing at the Marcus Performing Arts Center April 6-16, 2023 as part of the 2022/2023 Johnson Financial Group Broadway at the Marcus Center Series.

"We're excited to launch these Broadway Skates! events in partnership with the Milwaukee Theater District and Milwaukee Downtown, BID #21," said Jared Duymovic, Marcus Center Vice President of Programming & Engagement. "We look forward to offering families and community members some cold-weather fun while celebrating our upcoming Broadway shows."

Skates and skater aides are available for rental inside the Slice of Ice Warming House, and ice sleds for skaters with mobility impairments are available for free, on a first-come, first-served basis. Starbucks at Red Arrow Park will also be open during the event.

Broadway Skates! is a community partnership between Marcus Performing Arts Center, Milwaukee Downtown, BID #21, the Milwaukee Theater District, Milwaukee County Parks. For details on Broadway Skates!, visit www.marcuscenter.org/broadway-skates.

About Marcus Performing Arts Center

The Marcus Performing Arts Center (MPAC) serves as a performing arts community gathering space in Southeastern Wisconsin, bringing high-quality arts and cultural programming to the region for over 50 years. As a mission-based non-profit organization located in downtown Milwaukee, MPAC strives to act as an energizing force that connects the community to the world through collaboration, innovation, social engagement, and the transformative power of performing arts. Through multiple performance series and community events, MPAC brings a diverse range of performing arts to the region. Presented series include Johnson Financial Group Broadway at the Marcus Center, MPAC Presents, Dance, Jazz, National Geographic LIVE, Rainbow Summer, and additional special performances from internationally renowned artists. MPAC's education, community engagement, and inclusion initiatives provide free experiences that annually engage students and life-long learners in Milwaukee. MPAC is proud to be part of the Milwaukee Theater District as well as a dedicated War Memorial facility, honoring those who bravely served our country. For more information, visit www.marcuscenter.org.

About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the Downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of Downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly Downtown. More info available at www.milwaukeedowntown.com.

About Milwaukee Theater District

Launched in 2022, the Milwaukee Theater District represents a group of venues and civic promoters who seek to drive increased awareness of the community's world-class performing arts and live entertainment offerings. With no formal boundaries, the Milwaukee Theater District is a collaborative marketing effort that utilizes advocacy and cooperative marketing campaigns to drive visitation, stoke local pride, and enhance the city's reputation as a top-tier arts and cultural destination. The Milwaukee Theater District includes nine founding venues, four founding performing arts organizations, and three founding support groups, representing a wide array of programming and venue experiences. Learn more at mketheaterdistrict.com.

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.

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