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## MAKE-A-WISH WISCONSIN AND MARCUS PERFORMING ARTS CENTER FORM PARTNERSHIP

*Partnership will grant wishes through the live performing arts, beginning with Disney's ALADDIN*

**MILWAUKEE (September 8, 2023)** – [Make-A-Wish Wisconsin](#) and the [Marcus Performing Arts Center](#) (MPAC) announced a new partnership, working together to help grant wishes for local children battling critical illnesses and giving wish kids and their families unique opportunities to engage in the arts in Milwaukee. This year-long partnership is proudly presented by [Mars Family Foundation](#).

Throughout the 2023/24 performance season, wish families will be invited to participate in a variety of [Family Nights](#) hosted by the Marcus Performing Arts Center. MPAC's Family Nights program is an interactive experience designed to create lasting memories through special family-friendly activities that provide deeper connections to the performances on stage.

"The Marcus Performing Arts Center is committed to continuing our work of partnering with local organizations to create unique and special opportunities through the arts," stated **Kevin Giglinto, Marcus Performing Arts Center President & CEO**. "We look forward to working with Make-A-Wish Wisconsin throughout the year to grant wishes with memorable experiences."

The first Family Nights will take place on Tuesday, October 17 in conjunction with opening night of [Disney's ALADDIN](#), part of the 2023/24 Johnson Financial Group Broadway at the Marcus Center. Local wish families will attend a pre-show dinner and receive complimentary tickets to the performance to experience the magic of Broadway. Additional Family Nights will be held throughout the season at [B—The Underwater Bubble Show](#), [The Magic of Bill Blagg LIVE!](#), and [Cirque Mechanics: Zephyr](#).

"We are thrilled to be partnering with the Marcus Performing Arts Center to help grant wishes," said **Make-A-Wish Wisconsin President & CEO, Patti Gorsky**. "Wishes come in all shapes and sizes, and working with the arts community to create life-changing wishes will make a big difference in the lives of the children and families we serve."

In addition to the granting of wishes through special performances and the Family Nights program, a giveback program through select ticket purchases to these shows will raise funds to benefit future wish kids.

As part of the partnership, MPAC will donate back to Make-A-Wish Wisconsin a portion of each ticket sold (ranging from \$3-\$11 per ticket sold depending on ticket price) through this [special link](#) to select evening performances (October 17, 18, 19, or 22) of Disney's ALADDIN at the Marcus Performing Arts Center. Limited tickets are available, subject to availability, and must be purchased by October 10.

“Mars Family Foundation is proud to support this meaningful collaborative partnership between the Marcus Performing Arts Center and Make-A-Wish Wisconsin,” said **Mars Family Foundation Founder Sean Mars**. “We recognize the positive impact that both organizations have on our region, particularly around accessibility and inclusion of all.”

Tickets for B—[The Underwater Bubble Show](#), [The Magic of Bill Blagg LIVE!](#), and [Cirque Mechanics: Zephyr](#) are on sale now. To benefit Make-A-Wish Wisconsin, tickets can be purchased by visiting [www.MarcusCenter.org/mcaccess](http://www.MarcusCenter.org/mcaccess) and entering the code WISH. For assistance, please call 414-273-7207.

**ABOUT MAKE-A-WISH WISCONSIN:**

Together, we create life-changing wishes for children with critical illnesses. Since the Wisconsin chapter was founded in 1984, nearly 8,000 Wisconsin families have experienced the power of a wish, resulting for many in a turning point in the fight against their illnesses. Currently, more than 500 children are waiting for their life-changing wishes to be granted through Make-A-Wish Wisconsin. According to a recent wish impact study, a Make-A-Wish experience leads to increased emotional and physical health for wish children. For more information on making a donation or getting involved, please visit [wish.org/wisconsin](http://wish.org/wisconsin) or call 800.236.WISH.

**ABOUT MARCUS PERFORMING ARTS CENTER:**

A mission-based non-profit organization located in downtown Milwaukee, the Marcus Performing Arts Center (MPAC) brings high-quality arts and cultural programming to Southeastern Wisconsin. 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 the performing arts. Through multiple performance series, community events, and educational experiences, MPAC brings a diverse range of celebrated artists to the region. A fixture in Milwaukee for over 50 years, MPAC is proud to be part of the Milwaukee Theater District as well as a dedicated War Memorial facility. Learn more at [www.MarcusCenter.org](http://www.MarcusCenter.org).

**ABOUT MARS FAMILY FOUNDATION:**

Mars Family Foundation is a support system for charities; we utilize our network, resources, and experience to coach charities toward sustainability and success. We are a foundation designed to leverage other foundations to make a big difference for charities. Mars Family Foundation has created a Charity Field of Dreams website – [www.youcangiveback.com](http://www.youcangiveback.com) - allowing the community to create a centralized platform to come together to help charities and the people in need around them. Our goal is to facilitate a sense of community and collaboration by allowing you and charities of your choice to connect and work together towards a common goal for making a difference. By providing a platform where you can connect to charities in your local communities. The Charity Field of Dreams enables you to create more meaningful and impactful relationships together with charities.

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