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**FOR IMMEDIATE RELEASE:**



## **Marcus Performing Arts Center Announces New “Broadway Bridges Milwaukee” Arts Education Program**

*As one of just 24 venues nationwide to participate in Broadway Bridges, MPAC’s new program will provide intensive Broadway experiences for high school students*

**MILWAUKEE** (October 15, 2024) – In conjunction with The Broadway League and Broadway Across America, the [Marcus Performing Arts Center](#) (MPAC) is proud to announce **Broadway Bridges Milwaukee**, providing hands-on intensive Broadway experiences for students from Milwaukee high schools.

Broadway Bridges On The Road is a new initiative from [The Broadway League](#) aimed at expanding access to Broadway touring performances for high school students nationwide. Building on the success of its New York City counterpart, Broadway Bridges Milwaukee provides an opportunity for local high school students to participate in a masterclass taught by a cast member, complimentary tickets to Equity productions, and a post-show Q&A.

Students from MPAC partner schools – Milwaukee High School of the Arts, Ronald Reagan High School, Riverside University High School, and St. Augustine Preparatory Academy – will attend this new program throughout the 2024/25 season.

**The first Broadway Bridges Milwaukee session was held on Thursday, October 3 in conjunction with Beetlejuice**, the first show of the [2024/25 Johnson Financial Group Broadway at the Marcus Center Season](#). Students participated in a dance workshop with Eric Anthony Johnson (Swing, Assistant Dance Captain), ate dinner during a pre-show talk with MPAC Director of Programming & Education John Hassig, attended the performance, and engaged in a post-show Q&A with company members.

“Broadway Bridges Milwaukee provides an incredible opportunity for our local high school students to not only experience the magic of Broadway but also to engage directly with the artists and creators behind these world-class productions,” said **John Hassig, MPAC Director of Programming & Education**. “Our goal is to inspire the

next generation of arts lovers and provide meaningful, hands-on experiences that deepen their connection to the performing arts.”

**The Marcus Performing Arts Center is one of just 24 Broadway League member venues** from 16 states participating in Broadway Bridges On The Road, including Adrienne Arsht Center for the Performing Arts in Miami, ASU Gammage in Tempe, Bass Concert Hall in Fort Worth, Blumenthal Arts in Charlotte, the National Theatre in Washington D.C., Broadway San Diego, Broward Center for the Performing Arts in Fort Lauderdale, Ensemble Arts Philly, Fox Cities Performing Arts Center in Appleton, the Majestic Theatre in San Antonio, the Benedum Center in Pittsburgh, Popejoy Hall in Albuquerque, the Saenger Theatre in New Orleans, Shea’s Performing Arts Center in Buffalo, Tennessee Theatre in Knoxville, the Hobby Center in Houston, the Morrison Center in Boise, Van Wezel Performing Arts Hall in Sarasota and Walton Arts Center in Fayetteville, in addition to cities within the American Theatre Guild’s and Celebrity Attractions’ purviews.

Broadway Bridges Milwaukee is generously supported by the Milwaukee Public Schools Partnership for Arts & Humanities, Bader Philanthropies, Inc., and in part by a grant from the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts. To learn more about supporting Broadway Bridges Milwaukee and MPAC’s other education programs, contact [give@marcuscenter.org](mailto:give@marcuscenter.org).

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#### **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).

**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), Group Sales Box Office, and Broadway Brands. Led by 22-time Tony-winning theater producer John Gore (Owner & CEO), BAA is the foremost presenter of first-class touring productions in North America, operating in 48 markets with over 450,000 subscribers. Presentations include Disney’s *The Lion King*, *Wicked*, *The Book of Mormon*, and *Hamilton*. Current productions include *&Juliet*, *Hadestown*, *Hamilton*, *Hell’s Kitchen*, *MJ: The Musical*, *Moulin Rouge! The Musical*, *The Outsiders* and *Stereophonic*.

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Interviews available with MPAC spokesperson. Contact Jennifer Han at [jhan@marcuscenter.org](mailto:jhan@marcuscenter.org) with preferred dates/times.