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[Press Kit](#)

MARCUS PERFORMING ARTS CENTER ANNOUNCES 2026/27 JOHNSON FINANCIAL GROUP BROADWAY AT THE MARCUS CENTER SEASON

A TOTAL OF ELEVEN TITLES MAKE UP THE LARGEST BROADWAY LINE-UP IN MARCUS CENTER HISTORY

Highlights include an expanded Broadway season with recent Broadway hits *Buena Vista Social Club*[™], *The Outsiders*, Alicia Keys' *Hell's Kitchen*, and more.

MILWAUKEE (March 4, 2026) – [Marcus Performing Arts Center](#) (MPAC), Johnson Financial Group, and Broadway Across America are proud to announce the 2026/27 Broadway at the Marcus Center season.

Broadway season includes:

MAMMA MIA! ^	Sept. 22 – 27, 2026
JERSEY BOYS *	Oct. 20 – 25, 2026
THE SOUND OF MUSIC	Nov. 24 - 29, 2026
BUENA VISTA SOCIAL CLUB [™]	Jan. 5 – 10, 2027
SIX ^	Feb. 2 – 7, 2027
THE OUTSIDERS	Feb. 23 – 28, 2027
Disney's BEAUTY AND THE BEAST	Mar. 16 – 21, 2027
WAITRESS ^	Apr. 6 – 7, 2027
THE BODYGUARD	June 8 – 13, 2027
BEETLEJUICE ^	June 22 – 24, 2027
Alicia Keys' HELL'S KITCHEN	July 20 – 25, 2027

^Season Option that can be added to a Broadway package

*Included in the 7-Show Broadway subscription packages

"We're really excited about the 2026/27 season! The expanded lineup has something for everyone. I'm personally looking forward to it," said Jim Popp, President and CEO of Johnson Financial Group. "Our partnership with the Marcus Center is all about helping our communities thrive and making sure people across the region can enjoy memorable performing arts experiences."

The 2026/27 Johnson Financial Group Broadway at the Marcus Center season delivers captivating variety filled with award-winning titles, nostalgia, romance, rocking music, and the spectacle of Broadway. This season welcomes **BUENA VISTA SOCIAL CLUB**[™]. This five-time Tony Award[®]-winning musical is an uplifting story inspired by true events that brings the GRAMMY[®] Award-winning album to life, winner of four 2024 Tony

Awards® including Best Musical, *The Outsiders*, the award-winning musical created and inspired by 17-time Grammy® Award-winning artist Alicia Keys, *Hell's Kitchen*, Rodgers & Hammerstein's beloved *The Sound of Music*, *Disney's Beauty and the Beast*, returning for the first North American tour in over 25 years, and the musical based on the blockbuster film, *The Bodyguard*. Audiences can also look forward to the 20th anniversary tour of the Tony Award®-winning sensation, *Jersey Boys*, along with fan-favorite Season Options *Mamma Mia!*, *SIX*, *Beetlejuice*, and *Waitress* back by popular demand. Details of the complete season can be found at <https://milwaukee.broadway.com>

"This season, we've curated an extraordinary lineup of Broadway titles and are proud to share this work with our audiences," said **Kevin Giglinto, MPAC President & CEO**. "From new work to beloved titles worth revisiting again and again, there is truly something for all Broadway lovers."

Beyond the Johnson Financial Group Broadway at the Marcus Center season shows, the 2026/27 season will feature a variety of dance, jazz, and other performances as well as educational and community engagement programs yet to be announced. In partnership with local schools and community organizations, MPAC will offer a range of activities alongside our performances, including masterclasses, workshops, Q&A sessions, post-show talkbacks, and more, ensuring that the transformative power of the arts is accessible to individuals of all ages and backgrounds. Our 2026/27 MPAC Presents shows and Student Matinee Series will be announced at a later date.

2026/27 Johnson Financial Group Broadway at the Marcus Center Show Details

Mamma Mia!

September 22 – 27, 2026

A mother. A daughter. 3 possible dads.
And a trip down the aisle you'll never forget!

Set on a Greek island paradise where the sun always shines, a tale of love, friendship, and identity is beautifully told through the timeless hits of ABBA. On the eve of her wedding, a daughter's quest to discover the father she's never known brings three men from her mother's past back to the island they last visited decades ago.

For over 25 years, people all around the world have fallen in love with the characters, the story, and the music that make *MAMMA MIA!* the ultimate feel-good show.

Season Option MAMMA MIA! is not included in the 6-Show or 7-Show subscription packages.

Jersey Boys

October 20 – 25, 2026

They were just four guys from Jersey, until they sang their very first note. They had a sound nobody had ever heard... and the radio just couldn't get enough of. But while their harmonies were perfect on stage, off stage it was a very different story -- a story that has made them an international sensation all over again. The show features all their hits including "Sherry," "Big Girls Don't Cry," "Oh What a Night," "Walk Like a Man," "Can't Take My Eyes Off You," "Beggin'" and "Working My Way Back to You."

Make it a 7-Show Broadway subscription package with the inclusion of Jersey Boys.

The Sound of Music

November 24 – 29, 2026

For 65 years, *THE SOUND OF MUSIC* has been one of our "favorite things." With its timeless story and irresistibly

charming score, this Rodgers & Hammerstein classic isn't just meant to be enjoyed – it's meant to be shared. Directed by three-time Tony Award® winner Jack O'Brien (*Hairspray*), this vibrant and romantic tale of Maria and the von Trapp family features beloved songs like "Do-Re-Mi," "Sixteen Going on Seventeen" and "Edelweiss."

Buena Vista Social Club™

January 5 – 10, 2027

It's been years since legendary singer Omara Portuondo last entered a recording studio. Once known as the "Queen of Feeling," her voice was celebrated throughout Cuba – until she vanished from the spotlight. But when an ambitious young record producer brings her a rare opportunity, the elusive diva must finally reckon with her past.

Hailed as a "jaw-dropping, soul-stirring must see" (*The Washington Post*), the Tony® and GRAMMY® Award-winning ***BUENA VISTA SOCIAL CLUB™*** is a journey through music and memory into the beating heart of Havana. A world-class company brings the story of the iconic album to thrilling life in this tale of big dreams, second chances, and music that needs no translation.

SIX

February 2 – 7, 2027

From Tudor Queens to Pop Icons, the *SIX* wives of Henry VIII take the microphone to remix five hundred years of historical heartbreak into a Euphoric Celebration of 21st century girl power! This new original musical is the global sensation that everyone is losing their head over! *The New York Times* says *SIX* "TOTALLY RULES!" (Critic's Pick) and *The Washington Post* hails *SIX* as "Exactly the kind of energizing, inspirational illumination this town aches for!"

Season Option SIX is not included in the 6-Show or 7-Show subscription packages.

The Outsiders

February 23 – 28, 2027

The winner of four 2024 Tony Awards®, including Best Musical, is ***The Outsiders***. This classic coming-of-age story takes you to Tulsa, Oklahoma in 1967, where Ponyboy Curtis, his best friend Johnny Cade, and their family of Greaser "outsiders" dream about who they want to become in a world that will never accept them. ***The Outsiders*** features Danya Taymor's Tony Award winning direction that's "refreshing, gritty, and endlessly effective." (*The New York Times*). With "high-octane choreography" (*New York Magazine*), ***The Outsiders*** has been described as "more pulse-pounding than anything else on Broadway!" (*Time Out New York*).

Disney's Beauty and the Beast

March 16 – 21, 2027

Be Our Guest at ***Beauty and the Beast***, Disney's first North American touring production of the beloved musical in over 25 years. This enchanting and timeless tale, filled with the romance and grandeur audiences know and love, has been brought to life like never before, with spectacular new sets and dazzling costumes. The show boasts the Oscar®-winning and Tony Award®-nominated score, including the classic songs "Be Our Guest" and "Beauty and the Beast." Reuniting to create this new production are members of the original Tony Award®-winning artistic team, including composer Alan Menken, lyricist Tim Rice, book writer Linda Woolverton, with direction and choreography by Matt West, scenic design by Stanley A. Meyer, costume design by Ann Hould-Ward and lighting design by Natasha Katz. ***Beauty and the Beast*** is the beloved musical that will fill your heart with joy and Disney magic.

Waitress

April 6-7, 2027

Inspired by the beloved film, ***Waitress*** tells the story of Jenna, an expert pie maker who dreams of a way out of her small town. A baking contest and the town's new doctor may offer her a fresh start, but Jenna must summon the strength to rebuild her own life. Don't miss this uplifting celebration of friendship, motherhood, and the magic of a well-made pie.

Season Option Waitress is not included in the 6-Show or 7-show subscription packages.

The Bodyguard

June 8 – 13, 2027

THE INTERNATIONAL, AWARD-WINNING SMASH-HIT MUSICAL THE BODYGUARD IS BACK!

Based on the 1992 film starring Whitney Houston and Kevin Costner, ***The Bodyguard*** is a thrilling, romantic musical that combines high-stakes suspense with unforgettable music. Former Secret Service agent turned bodyguard, Frank Farmer, is hired to protect superstar Rachel Marron from an unknown stalker. Both expect to be in charge of their situation - what they don't expect is to fall in love.

A "BRILLIANT" (*The Times*), breathtakingly romantic thriller, THE BODYGUARD features a whole host of unforgettable classics including "Queen of the Night," "So Emotional," "I Will Always Love You," "I Wanna Dance with Somebody," "Saving All My Love," and "One Moment in Time", alongside thrilling plot twists and emotional drama. *The Bodyguard* is an electrifying combination of romance, suspense and chart-topping music that will captivate audiences from start to finish.

Beetlejuice

June 22 – 24, 2027

It's showtime! Based on Tim Burton's dearly beloved film, this hilarious musical tells the story of Lydia Deetz, a strange and unusual teenager whose whole life changes when she meets a recently deceased couple and a demon with a thing for stripes. With an irreverent book and a score that's out of this Netherworld, ***BEETLEJUICE*** is "SCREAMINGLY GOOD FUN!" (*Variety*). And under its uproarious surface (six feet under, to be exact), it's a remarkably touching show about family, love, and making the most of every Day-O!

Season Option Beetlejuice is not included in the 6-Show or 7-show subscription packages.

Alicia Keys' Hell's Kitchen

July 20 – 25, 2027

HELL'S KITCHEN, the award-winning Broadway musical created and inspired by 17-time Grammy® Award winning Alicia Keys, takes you on the journey of Ali – a 17-year-old girl full of fire.

Relatable, raw, and refreshingly fun, it's a celebration of finding yourself, your purpose, and the people who lift you up. The music—a mix of Keys' greatest hits and new songs written exclusively for the show—and exhilarating choreography bring to life a story that speaks to you no matter where you're from, where you've been, or where you're going.

Feel the energy of this multi-award-winning musical and experience where dreams begin: **Alicia Keys' *HELL'S KITCHEN***

Johnson Financial Group Broadway at the Marcus Center Series Information & Benefits

Becoming a Broadway season subscriber is the only way for individuals to guarantee seats for all of the 2026/27 season's hottest shows. A subscription is more than just tickets – it's a guaranteed night out, a chance to create memories, and an experience you won't forget.

In addition, subscribers unlock exclusive benefits, including:

- Same seats – lock in the same seats for each package show for the whole season
- Value – enjoy up to seven shows for one price
- Payment options – enroll in our interest-free payment plan or pay for the package in full
- Flexibility – if your plans change, we have options for your tickets including exclusive exchange privileges, transfer capabilities, and resale all through your subscriber account
- Priority – receive early access to purchase additional tickets before the general public
- Convenience – subscribers will be automatically renewed risk-free year after year

Subscribers can also enhance their experience with a gift to the Marcus Performing Arts Center Annual Fund. MPAC Donors receive unique year-round benefits and amenities. With an annual gift of \$1,000 or more, subscribers will receive unlimited access to the Donor Lounge at MPAC during all Broadway shows, featuring themed specialty cocktails for each title, private restroom access, and lounge seating. For more information, visit www.MarcusCenter.org/GIVE.

Current 2025/26 subscribers will be emailed details regarding the 2026/27 automatic renewal process.

New Johnson Financial Group Broadway at the Marcus Center subscription packages are available now. Packages start at \$300.01 for the 6-Show package and \$338.46 for the 7-Show package which includes *Jersey Boys*. Subscribers will have first access to purchase season options. For assistance, new subscribers may call the Marcus Center Ticket Hotline: 414-273-2706 (M-F, 10am to 4pm) or the dedicated Broadway Across America Subscriber Hotline: 800-905-7469 (M-F, 10am to 5pm).

All performances will be held in Uihlein Hall at the Marcus Performing Arts Center, 929 N. Water Street, Milwaukee, WI 53202.

Groups starting at 10 or more should call 414-273-7207 for more information, reservations, and special pricing.

Tickets for individual Broadway productions will go on sale to the general public at later dates. Prices, shows, artists, dates, and times are subject to change without notice.

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For interview opportunities, contact Bonnie DeLeeuw at press@marcuscenter.org.

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 55 years, MPAC is proud to be part of the Milwaukee Theatre District as well as a dedicated War Memorial facility. Learn more at www.MarcusCenter.org.

Broadway Across America (BAA) is part of the John Gore Organization family of companies, which includes Broadway.com, The Broadway Channel, BroadwayBox.com, Group Sales Box Office, and Broadway Brands. Led

by 25-time Tony Award winner John Gore (Owner & CEO), Broadway Across America pioneered the Broadway subscription touring model and is a leading presenter of the first-class productions across more than 45 North American markets. Since inception, Broadway Across America has produced and/or invested in hundreds of Broadway, touring Broadway, and international productions that have won countless Tony awards and introduced millions of fans to the power of live theater.

Johnson Financial Group is a privately-owned financial services company offering banking and wealth solutions through its subsidiaries, Johnson Bank and Johnson Wealth. With a focus on personalized solutions and community engagement, Johnson Financial Group strives to help individuals and businesses achieve their financial goals. Principal owners of Johnson Financial Group are members of the Samuel C. Johnson family. Helen Johnson-Leipold is Chairman of Johnson Financial Group. For more information visit www.johnsonfinancialgroup.com.