



****MEDIA ALERT****

United Performing Arts Fund Announces the Results of its 2009 Campaign

MILWAUKEE – (June 22, 2009) – The United Performing Arts Fund (UPAF) announces the results of its 2009 community-wide fundraising campaign on Tuesday, June 23, 2009. In addition, UPAF will present its annual awards for exceptional community service, marketing and public relations, and employee giving. A new, special award will also be presented to a significant community leader.

The funds raised will support UPAF’s 36 Member and Affiliate performing arts groups that reach 1 million people in the region, uplifting spirits, educating children and bringing talent, jobs and revenue to the area.

WHAT: UPAF will announce its 2009 campaign results at its annual Campaign Finale celebration sponsored by Badger Meter. UPAF leaders, city officials, supporters and local performers will gather for the announcement, live music and a reception.

WHEN: Tuesday, June 23, 4:00 - 6:00 p.m.
4:00 p.m. – Welcome, speeches and campaign results announcement
5:00 p.m. – Reception

WHERE: Milwaukee Repertory Theater’s Stiemke Theater
108 E. Wells Street, Milwaukee
Media parking available (cones can be set-up if given advanced notice)

VISUALS: Campaign results and brief presentations about UPAF’s impact on the community
Performances throughout the event by the Milwaukee Repertory Theater, Next Act Theatre, Danceworks Performance Company, Latino Strings of the United Community Center’s Latino Arts program and Renaissance Theaterworks

INTERVIEWS: · UPAF President Cristy Garcia-Thomas
· Campaign Co-Chair Julia Taylor (Greater Milwaukee Committee President)
· Campaign Co-Chair Richard A. Meeusen (Badger Meter Chairman, President and CEO)

ADDITIONAL MEDIA

AVAILABILITY: · UPAF President and UPAF Campaign Co-Chairs will be available for live phone, in-studio and taped interviews prior to the event (June 23) as well as the following day (June 24). Video, still photographs of UPAF-supported organizations and relevant information also will be provided. Performer, member group interviews and live, in-studio performances may be possible if scheduling allows.

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UPAF is a non-profit organization based in Milwaukee that supports 36 performing arts groups throughout Southeastern Wisconsin. UPAF member groups reach one million people through 2,000 performances of live theater, music, dance and opera, educational programming and regional, community outreach each year.

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