

Media Contact:

Lauren Goetz, 414-390-5500
lgoetz@muellercommunications.com

**RAINBOW SUMMER OUTDOOR ENTERTAINMENT SERIES RETURNS TO
THE MARCUS PERFORMING ARTS CENTER AFTER 17 YEAR HIATUS**

*Free and discounted outdoor concerts and films available throughout the summer to the public
starting this July at the Peck Pavilion.*

MILWAUKEE – Following a year without live outdoor performances, the Marcus Performing Arts Center announces the return of Rainbow Summer outdoor entertainment series at the Peck Pavilion. The series includes weekly free and discounted outdoor concerts, family-friendly films and performances on Thursday evenings, July 15 through September.

Longtime Milwaukee-area residents may recall Rainbow Summer as the original outdoor entertainment series, bringing free and discounted live performing arts to the city, before Milwaukee had Jazz in the Park in Cathedral Square (1991), River Rhythms at Pere Marquette Park (1996) or Chill on the Hill in Bayview (2004).

Making its debut in 1975 as the Alewives Jazz Festival, the outdoor entertainment series served as a place for the community to come together to delight in the arts while enjoying the few months of warm Wisconsin weather. Renamed Rainbow Summer in 1981, the festival continued to provide free live performing arts programming for Milwaukee each summer until 2003.

“We could not be more excited to be among the first to bring back free, live outdoor entertainment to the Milwaukee community this season,” said Marcus Center President and CEO Kendra Whitlock Ingram. “Rainbow Summer Reimagined gives us a sense of nostalgia — both for those who remember Rainbow Summer from decades ago, as well as those who have been craving this return to normal over the past 16 months.”

Included in this year’s lineup is a diverse range of performances, from K-pop and ballet, to feature films for the whole family. To make this year’s Rainbow Summer the most memorable one yet, the Marcus Performing Arts Center has already begun improvements to enhance the attendee experience through the creation of a dynamic and vibrant new outdoor public space, including audio and visual upgrades with the installation of a custom 9- by 16-foot LED video wall, new speakers, soundboard and cameras.

The Rainbow Summer Reimagined lineup includes live musical performances from **Marc Broussard, Billy & The Downliners, Chicken Wire Empire, De La Buena DLC: DANCE** and **Terrance Simien and The Zydeco Experience**. The Marcus Center will also show a series of films free to the public.

The full lineup of outdoor summer entertainment at the Marcus Center includes:

July 15 — MPAC Summer Movie: Cinderella - FREE

July 22 — Marc Broussard

July 25 (Sunday) — Kids from Wisconsin - FREE

July 29 — MPAC Summer Movie: Center Stage - FREE

Aug. 5 — Chicken Wire Empire

Aug. 12 — MPAC Summer Movie: Footloose - FREE

Aug. 19 — MPAC Summer: Billy and the Downliners

Aug. 26 — KLASS & The Student Body present "Back 2 Skool": (KLASSIK)

Sept. 2 — De La Buena

Sept. 9 — DLC Dance

Sept. 16 — Terrance Simien and The Zydeco Experience

For more information on Rainbow Summer, visit www.marcuscenter.org/series/rainbow-summer.

About Marcus Performing Arts Center

Established in 1969, the Marcus Performing Arts Center is the premier performing arts community gathering space in Southeastern Wisconsin. As the Marcus Center celebrates its 50th anniversary, it continues to build bridges between diverse members of our community through high-quality arts entertainment in the region and the state. The touring Broadway series, sponsored by Johnson Financial Group, is recognized as bringing the best of Broadway entertainment to Milwaukee for the past 20 years and provides opportunities to educate, entertain and engage audiences. The Marcus Center is also the home to the Milwaukee Symphony, Milwaukee Ballet, Florentine Opera, First Stage plus a variety of other important community and family events throughout the year. For more information about events visit the Marcus Center website at www.MarcusCenter.org. The Marcus Center is a private non-profit 501(c) 3 corporation and is a dedicated veterans memorial in Milwaukee.

###