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SOUTH MILWAUKEE PERFORMING ARTS CENTER ANNOUNCES
SOIRÉE: A PARTY FOR A PURPOSE
SPONSORED BY CLASSIC CARGO INTERNATIONAL
10TH ANNUAL FUNDRAISER

(South Milwaukee, WI) – The South Milwaukee Performing Arts Center (SMPAC) announces its 10th annual fundraiser, *Soirée: A Party for a Purpose*, on Saturday, March 18. The South Milwaukee Performing Arts Council is hosting the event, which is sponsored by Classic Cargo International. “The word Soirée literally means a party for a purpose,” says Cyndi Kieck, president of the South Milwaukee Performing Arts Council. “Our purpose is to bring people together in celebration of the arts and raise the funds necessary to provide programming that makes a positive impact in education, recreation and the vibrancy of our community.”

The Soirée will feature live musical entertainment from Prof. Pinkerton and the Magnificents, live and silent auctions featuring Wisconsin trip packages, Milwaukee-area arts and entertainment destinations, artwork, a wine pull, hors d’oeuvres and a cash bar. This year’s venue is the Polish Center of Wisconsin located at 6941 S. 68th Street in Franklin. Festivities will begin at 6:30 p.m. Tickets are \$49.00 and may be purchased at www.southmilwaukeepac.org. Reservations are recommended. All proceeds support South Milwaukee Performing Arts Center’s mission of providing affordable creative, innovative and diverse performing arts and lifelong learning opportunities to people of all ages.

Last year, funds raised by Soiree attendees helped more than 1,000 students participate in residencies, workshops or our growing Summer Youth Theatre Program. Funds also helped support the purchase of a new sound board and the rental of wireless microphones for our high school *Mary Poppins* musical cast.

“Performing arts have the power to educate, inspire, lift spirits and even change lives. We see these things happening for people of all ages at SMPAC, and it’s why the performing arts play a vital role in the community.” says Rachel Sorce, SMPAC’s Executive Director. Most not-for-profit arts organizations like South Milwaukee Performing Arts Center rely on charitable contributions for a substantial portion of their programming or operations.



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About SMPAC

South Milwaukee Performing Arts Center (SMPAC) provides the greater Milwaukee and southeastern Wisconsin communities with creative, innovative and diverse performing arts. In addition to hosting an annual Performing Arts Series, SMPAC also serves the students of South Milwaukee and is a professionally-managed rental facility for other presenters, organizations and groups. South Milwaukee Performing Arts Center manages or hosts more than 100 public events serving 30,000 people annually.

The 2016-2017 Performing Arts Series performances are tailored to include a myriad of options for patrons whether it is music, dance, theatre, or anything in between. We swung into September with southeastern Wisconsin's Chris Mariani, a bonafide crooner, along with The Radio Rosies and Swing Explosion orchestra. In October, Aquila Theatre, one of the foremost producers of classical, yet modernly hip theatre, performed Agatha Christie's *Murder on the Nile*. In November, we featured high-energy "cultural ambassadors" Step Afrika! with the art of stepping. Cantus, the premier men's vocal ensemble, performed "*We All Will Be Together*" in December. In January, celebrate the artistic momentum of contemporary dancers in an annual showcase of Milwaukee Ballet II. In February, laugh with your sweetheart at Broadway's *Next Hit Musical*, where *The Tony Awards* meets *Whose Line is it Anyway?* March features a remarkable collaboration of some of the world's top roots musicians (Jayme Stone, Margaret Glaspy, Sumaia Jackson, Joe Phillips or Andrew Downing) performing songs from the archived field recordings of Alan Lomax. *Post Comedy Theatre* is where you'll want to be with loved ones of all ages in April.

The Performing Arts Series is sponsored in part by Courtyard Marriott Milwaukee Airport, Classic Cargo International Inc., Emerald City Catering, TASC Services LLC., and Ken Cook Co. Performances are supported in part by a grant from the Wisconsin Arts Board with funds from the State of WI and the National Endowment for the Arts.

South Milwaukee Performing Arts Center is proud to have been named Milwaukee's Third Best Theatre in the 2016 A-List Awards Contest. For more information about South Milwaukee Performing Arts Center, visit southmilwaukeepac.org.

