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FOR IMMEDIATE RELEASE

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WISCONSIN CENTER DISTRICT AMONG FIRST SOUTHEASTERN WISCONSIN BUSINESSES TO ACHIEVE GBAC STAR™ ACCREDITATION *Wisconsin Center, UW-Milwaukee Panther Arena and Miller High Life Theatre receive gold-standard cleaning accreditation*

MILWAUKEE - (Oct.13, 2020) - The [Wisconsin Center District](#) (WCD) has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, WCD has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention in all three of its facilities: the [Wisconsin Center](#), [UW-Milwaukee Panther Arena](#) and [Miller High Life Theatre](#). The Wisconsin Center is the largest convention center in the state to receive accreditation and the UW-Milwaukee Panther Arena and Miller High Life Theatre are the first arena and performing arts venues in Wisconsin to receive this prestigious accreditation.

“The GBAC STAR accreditation is not only necessary for businesses in the future, but it will come to be expected by event planners and consumers as the gold standard of outbreak prevention,” said Marty Brooks, president and CEO of the WCD. “On the heels of the Governance Committee’s approval to fund the expansion of the Wisconsin Center last week, this accreditation will further prove that the WCD is a top destination for meetings and conventions and is dedicated to keeping health and safety as our top priority.”

As the cleaning industry’s only outbreak prevention, response and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training and assesses a facility’s readiness for biorisk situations. The program verifies that WCD and each of its facilities implements best practices to prepare for, respond to and recover from outbreaks and pandemics.

“GBAC STAR accreditation empowers facility owners and managers to assure workers, customers and key stakeholders that they have proven systems in place to maintain clean and healthy environments,” said GBAC Executive Director Patricia Olinger. “By taking this important step to pursue GBAC STAR, the Wisconsin Center District has received third-party validation that it follows strict protocols for biorisk situations, thereby demonstrating its preparedness and commitment to operating safely.”



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To achieve GBAC STAR™ accreditation, WCD was required to demonstrate compliance with the program's 20 core elements, which include proving all three venues have:

- Established and maintained a cleaning, disinfection, and infectious disease prevention program to align with GBAC standards, which minimize risks associated with infectious agents like the novel coronavirus (SARS-CoV-2).
- Met the proper cleaning protocols, disinfection techniques, and work practices to combat biohazards and infectious disease.
- Trained and educated venue cleaning staff on outbreak and infectious disease preparation and response.

“The GBAC STAR accreditation has quickly become the gold standard in our industry to assure planners and meeting attendees that a facility is clean and safe,” said Peggy Williams-Smith, president and CEO of VISIT Milwaukee. “Because of the rigorous standards a facility must meet to earn accreditation, we know - and the world now knows - that the Wisconsin Center now ranks among the top venues for its safety standards. This certification will be a critical piece of our promotions to groups and planners as we work to recover from this devastating year. We applaud Marty and the team at the Wisconsin Center for acting quickly and diligently to earn this impressive designation.”

Learn more about GBAC STAR accreditation at gbac.org, and for more information about WCD, visit wcd.org.

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About Wisconsin Center District

Experience-obsessed and committed to creating unforgettable experiences, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), [UW-Milwaukee Panther Arena](#) and [Miller High Life Theatre](#) in downtown Milwaukee. WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, WCD offers captivating- and buzzworthy-experiences making Milwaukee a not-to-be-missed destination.

About GBAC, a Division of ISSA

Composed of international leaders in the field of microbial-pathogenic threat analysis, mitigation, response and recovery, the Global Biorisk Advisory Council (GBAC), a Division of ISSA, provides training, guidance, accreditation, certification, crisis management assistance and leadership to government, commercial and private entities looking to mitigate, quickly address and/or recover from biological threats and real-time crises. The organization's services include biorisk management program assessment and training, Forensic Restoration® response and remediation, the GBAC STAR™ facility accreditation program, training and certification of

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individuals and consulting for building owners and facility managers. For more information, visit www.qbac.org.

About ISSA

With more than 9,300 members—including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners and associated service members—ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment and an improved bottom line. Headquartered in Northbrook, Ill., USA, the association has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information about ISSA, visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.

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