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Charlee Hrubesky
CHrubesky@wcd.org
414-908-6115

Baird Center announces entertainment and opens table sponsorships for Grand Opening Gala

Award-winning actress and recording artist Idina Menzel will perform

MILWAUKEE – (November 13, 2023) – The Wisconsin Center District (WCD), owners and operators of the Baird Center, has opened table sales for the star-studded Baird Center Grand Opening Gala on May 16, 2024. Additionally, Baird Center has announced that award-winning actress and recording artist Idina Menzel will be performing at the Grand Opening Gala for a special one-night-only performance.

Menzel rose to fame for her role as Maureen in the popular Broadway musical Rent, and her career took off when she won a Tony Award for her role as Elphaba, the Wicked Witch of the West, in the smash musical Wicked. Her voice can be heard as Elsa in Disney's Oscar® winning Frozen, the second highest grossing animated films of all time, with more than \$1.2 billion in worldwide box office revenue. The film's song "Let It Go," voiced by Menzel, became an instant international phenomenon, winning the Oscar® for Best Original Song — where Menzel performed it at the ceremony — and the Grammy® Award for Best Song Written for Visual Media. The track reached #5 on the Billboard Hot 100, making Menzel the first artist with both a Billboard Top 10 hit and a Tony Award for acting. This summer Menzel released her latest album Drama Queen, an electrifying dance project via BMG. Menzel will wow gala attendees with a live performance to help celebrate the grand opening of the \$456 million dollar Baird Center expansion.

"WCD is well known for our three core values to Be Bold. Be Proud. Be Experience Obsessed," said Marty Brooks, president and CEO of the WCD. "This Grand Opening Gala will set the new bar for events in Milwaukee and beyond, and no detail will be overlooked."

Promising to be a buzz-worthy, not-to-be-missed event, guests will enjoy an evening of splendor in the rooftop Baird Ballroom with its sweeping view of Milwaukee from the

Wisconsin Center District owns and operates the Baird Center, UW-M Panther Arena and the Miller High Life Theatre

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Baird Sky View Terrace. World-renowned entertainment, exceptional cuisine and a night of wonder will all be designed by the award-winning event production team.

Table sponsorships can be made at bairdcentergala.com. Supporting level tables are \$7,500; Advocate level tables are \$10,000; and Foundation level sponsors – with very limited availability - are \$15,000. The WCD gratefully acknowledges Foundation sponsors Baird, Boelter, C.D. Smith, EUA/TVS, Gilbane, GRAEF, Husch Blackwell, CAAICON, Levy Restaurants, Pabst Theater Group, Rockwell Automation, VISIT Milwaukee and We Energies Foundation. The majority of the revenue from table sales will benefit the United Way of Greater Milwaukee & Waukesha County and the United Performing Arts Fund (UPAF).

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Baird Center

The [Baird Center](http://www.bairdcenter.com), located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings and celebrations. The convention center is undergoing a \$456 million expansion to double its size, allowing the convention center to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The expansion will be completed in Q1 2024. For more information about the expansion, visit www.BuildingMore.com. The Baird Center is owned and operated by the Wisconsin Center District and is experience-obsessed and dedicated to providing unforgettable, buzzworthy moments for all clients and guests. For more information and to book an event, www.bairdcenter.com.

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