



**World  
Premiere  
Wisconsin**

**FOR IMMEDIATE RELEASE**

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**MEDIA ALERT**

**Name of Event:** Governor Evers declares March 1, 2023 **World Premiere Wisconsin Day**

**Date:** Wednesday, March 1, 2023

**Description: Proclamation from the State of Wisconsin Office of the Governor**

*WHEREAS*; theater is one of humankind’s most meaningful avenues for providing audiences and artists alike the space to share emotions and experiences that generate empathy and understanding between individuals and communities; and

*WHEREAS*; Wisconsin has a long-standing and diverse theatrical ecosystem made up of professional, semi-professional, amateur, and educational theater companies across the state; and

*WHEREAS*; Wisconsin’s theatermakers – many of whom create original plays and musicals that are produced across the country and around the world – provide individuals and communities with the ability to unite in their enjoyment of the arts, which in turn helps foster connection, creativity, and joy among the public; and

*WHEREAS*; Wisconsin theater companies not only contribute to the artistic fabric of the state but are significant economic drivers for its communities, employing thousands of artists and technicians and attracting visitors from all over; and

*WHEREAS*; despite the challenges of the coronavirus pandemic, Wisconsin theaters have continued to serve the people of the state when they have needed it the most, demonstrating

the important role the theater plays in addressing the societal and emotional needs of audiences; and  
*WHEREAS*; theater leaders from across the state have come together to create a first-of-its-kind festival – World Premiere Wisconsin – which will lift up professional, academic, and amateur theatermakers as they engage in the production of new works; and  
*WHEREAS*; running from March 1 through June 30, 2023, the inaugural World Premiere Wisconsin event aims to draw audiences from every corner of the state to experience the premiere of nearly 50 new plays and musicals in more than 20 communities; and  
*WHEREAS*; today, the state of Wisconsin congratulates the organizers of the state’s first World Premiere Wisconsin event and celebrates the many contributions to the spiritual, emotional, and economic well-being of the state;  
*NOW, THEREFORE*, I, Tony Evers, Governor of the State of Wisconsin, do hereby proclaim March 1, 2023 as **WORLD PREMIERE WISCONSIN DAY** throughout the State of Wisconsin and I commend this observance to all our state’s residents.

**To view the full proclamation when posted, please go here:**

<https://evers.wi.gov/Pages/Newsroom/Proclamations.aspx>

**World Premiere Wisconsin website:** [worldpremierewisconsin.com](http://worldpremierewisconsin.com)

**World Premiere Wisconsin press release:** [worldpremierewisconsin.com/wp-content/uploads/2023/02/World-Premiere-Wisconsin-release-FINAL-2.21.23-.pdf](http://worldpremierewisconsin.com/wp-content/uploads/2023/02/World-Premiere-Wisconsin-release-FINAL-2.21.23-.pdf)

**Current lineup of all productions:** [worldpremierewisconsin.com/calendar/](http://worldpremierewisconsin.com/calendar/)

**Visual assets:** World Premiere Wisconsin logos, headshots and other visual assets can be found here: [worldpremierewisconsin.com/media-kit/](http://worldpremierewisconsin.com/media-kit/)

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### **World Premiere Wisconsin**

World Premiere Wisconsin (WPW) is an inaugural statewide festival celebrating new plays and musicals from March 1 – June 30, 2023, presented by the Ten Chimneys Foundation. Spearheaded by the leadership of Forward Theater Company of Madison, Milwaukee Repertory Theater, and Northern Sky Theater of Door County, WPW was conceived with four primary goals in mind: to build relationships between Wisconsin theater makers, to raise national awareness about Wisconsin’s thriving and diverse theater ecosystem, to encourage the production of new work, and to communicate a positive story about theater making in Wisconsin during this critical phase of recovery and rebuilding. From the tip of Door County to the state line, WPW is a bold idea, locally brewed with pride right here in our great state. For more information, visit: [worldpremierewisconsin.com](http://worldpremierewisconsin.com)