



Transforming Lives Through Theater

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FOR IMMEDIATE RELEASE

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**Claim your family's golden ticket into a world of pure imagination!
First Stage's 18th annual Make Believe Ball planned for Saturday, February 11, 2012.**

This event is suitable for families with children age 3 and up.

Milwaukee, WI – First Stage's 18th annual Make Believe Ball will be held on Saturday, February 11, 2012 from 5:30 to 10:30 p.m. in the Crystal Ballroom at the Hilton Milwaukee City Center, located at 509 W. Wisconsin Ave. in downtown Milwaukee.

This annual black-tie, family-friendly event is an opportunity for the community to provide valuable financial support for First Stage. Last year's Make Believe Ball raised over \$100,000 for First Stage with 400 adults and children in attendance. All proceeds from this event support First Stage's mission to transform lives through theater.

The theme for this year's ball is centered on First Stage's upcoming production of CHARLIE AND THE CHOCOLATE FACTORY running March 2-31, 2012 at the Todd Wehr Theater.

Tickets for the Make Believe Ball are \$50 per child, \$75 per teen and \$175 per adult. Family and corporate tables (for up to ten people) are also available. Ticket prices include a gourmet, chocolate-themed dinner, one-of-a-kind voice and silent auction, children's entertainment, and music and dancing for guests to enjoy throughout the evening.

2012 Auction Co-Chairs Libby Baranko and Tammy Fricker have put together an amazing live and silent auction including 4 Viewing Passes for the 2012 Macy's Thanksgiving Day Parade, 4 Green Bay Packers Tickets, a half-day guided fly-fishing expedition for you and a guest, one week in a 4-bedroom Breckenridge, Colorado house on the mountain, and tickets for you and a guest to attend the 2012 Ryder Cup in Chicago, VIP Behind-the-Scenes tour of the Milwaukee County Zoo, the opportunity for a young person to serve as a Milwaukee Bucks Team Attendance for a 2012-2013 game. This year's live auction will be facilitated by Believe in Auctions.

First Stage's 18th annual Make Believe Ball/add one

Family photography will be provided by Shoot the Moon Photography.

For more information on this year's Make Believe Ball, please visit www.firststage.org or contact Meaghan Morrissey at (414) 267-2937 or makebelieveball@firststage.org.

About CHARLIE AND THE CHOCOLATE FACTORY

First Stage brings CHARLIE AND THE CHOCOLATE FACTORY to the stage from March 2-31, 2012 at the Todd Wehr Theater in the Marcus Center for the Performing arts located at 929 N. Water St., Milwaukee. Charlie Bucket's golden ticket is his passport into Willy Wonka's whimsical world of wacky wonders. Join Charlie and his Grandpa Joe as they take a daring adventure into a world of pure imagination, filled with Oompa-Loompas, squirrels, chocolate rivers, and cotton candy dreams. Directed by Jeff Frank, this visually stunning version of the Roald Dahl children's classic was adapted by Richard George. Seeing the story on stage is sure to have enough excitement to satisfy the sweet tooth of everyone in your entire family! For everyone ages 6 and up. Tickets and information at www.firststage.org.

About First Stage

Celebrating its 25th anniversary in the 2011-12 season, First Stage touches hearts, engages minds, and transforms lives by creating extraordinary theater experiences for young people and families through professional theater productions that inspire, enlighten, and entertain; unparalleled Theater Academy training that fosters life skills through stage skills; and dynamic Theater in Education programs that promote active learning in our schools and community. First Stage is a member of TYA/USA, the American Alliance for Theatre and Education, the Wisconsin Alliance for Arts Education and Americans for the Arts, as well as Theatre Wisconsin and Milwaukee Arts Partners, and is a cornerstone member of the United Performing Arts Fund (UPAF).

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