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United Performing Arts Fund Partners with EPIC Creative

Look for “epic” work as UPAF celebrates its 50th anniversary in 2017

MILWAUKEE, (Sept. 21, 2016) – This is going to be “epic.” The United Performing Arts Fund (UPAF) is partnering with EPIC Creative to create new marketing materials for UPAF’s 50th Anniversary Campaign in 2017. EPIC will collaborate with UPAF to produce new creative materials, including advertising, photography, video and graphics.

“We’re really impressed by the creativity and depth of the EPIC team,” said UPAF President and CEO Deanna Tillisch. “The performing arts are a vital part of our community and a significant driver in our overall quality of life. Working with EPIC, we’ll tell the story of how the arts entertains and inspires, while making the case to donate to UPAF.”

EPIC Chief Creative Officer, Joseph Rogge is equally excited about the partnership. “For 50 years, UPAF has been critical to our performing arts community, helping to keep the Greater Milwaukee Area performance groups some of the best in the country. We are more than excited to have been selected as UPAF’s creative partner for the 2017 50th Anniversary Campaign, and look forward to creating compelling, impactful campaign themes and messaging that supports UPAF’s mission.”

About EPIC Creative

EPIC Creative is a full-service advertising and marketing agency, serving a broad range consumer and business-to-business (B2B) brands. EPIC’s services include brand strategy, creative development, photography, videography, social media engagement, public relations, and web design and development. EPIC Creative is proud to be recognized as one of the Milwaukee Journal Sentinel’s 2016 Top Workplaces and Fastest Growing Firms, and listed as number six on the Milwaukee Business Journal’s Largest Milwaukee-area Advertising Agencies.

About UPAF

United Performing Arts Fund’s mission is to secure community resources, promote the performing arts as a regional asset and improve the quality of life through responsible investment in and financial support of the performing arts in Southeastern Wisconsin. Our vision is to shape a diverse, vibrant and sustainable cultural life for all. In 2016 UPAF’s Annual Campaign raised more than \$12.1 million to support the area’s vibrant performing arts environment. UPAF proudly bears Charity Navigator’s highest distinction for nonprofits – a four-star rating – and the highest point ranking of any Milwaukee area non-profit.

As an umbrella organization, UPAF supports a breadth of performing arts groups that collectively offer something for everyone through its 15 Member Groups and numerous Affiliates. More than one million people are touched each year through performances, educational outreach, special events and community partnerships.

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