

# MILWAUKEE BUSINESS JOURNAL

Opinion

## At 50, UPAF is still keeping us young.

By Kira Lafond, Publisher  
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For centuries, explorers have searched for the "fountain of youth." For the last 50 years, they could have discovered the miracle of youth right here in Milwaukee in our thriving performing arts community.

The magical waters that nurture this community come directly from our United Performing Arts Fund. Even as the organization turns 50, UPAF continuously delivers life and energy to arts groups that might otherwise have faded away.



How can I be sure that UPAF is the fountain of youth?

I've witnessed the faces of elderly and infirm brighten and smooth into smiles as Edo de Waart raises his baton.

I've seen the toughest C-suite professionals tapping their toes at the Skylight Music Theatre.

This 50-something body has started beginning ballet classes at Danceworks. It makes me feel amazingly young and kind of old at the same time. But it's a *good* old.

I've watched young professionals blow past me like teenagers up the Hoan Bridge during the UPAF Ride for the Arts and I've seen teens weeping like babies at a Milwaukee Repertory Theater performance.

I've looked on as busload upon busload of children with their squeals and stamping feet pour toward Marcus Center for the Performing Arts for an experience they might not have ever had in their far too grown-up lives if it were not for UPAF's support.

Happy 50<sup>th</sup> Birthday UPAF! Readers, I challenge you. If you already donate to UPAF, drop an extra \$50 in the fountain this year. If you don't – get started. If your company does not have a workplace giving program, start one. Contact campaign co-chairs Betsy Brenner, Linda Gorens-Levey or Alex Kramer. Or reach out directly to UPAF at 414-273-UPAF (8723) or [www.upaf.org](http://www.upaf.org).

Let's work together to keep UPAF going for another 50 years, then another 50, so the arts can keep us young at heart.

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