*Copy and paste the information below into the subject line and body of an email to send to employees at your workplace*

**Subject Line: Support Local Artists**

Our [United Performing Arts Fund (UPAF)](https://upaf.org/) Campaign is underway — thank you to those who have already donated!

Thanks to your donations, UPAF Members and Affiliates have grown in the past 50 years from community-based start-ups to national acclaim through increasing the talent level of artists locally and attracting the best in the nation to perform in our community. With more than 1.2 million attendees a year in Milwaukee, there are several months from October to May when more people are attending professional performing arts offerings than professional sporting events. This is so important as artists perform FOR audiences – bringing joy and a connection that is not duplicated in any other environment and with memories that last well beyond the final curtain.

The immense talent of our local artists extends well beyond the performance stage as well:

* Artists as TEACHERS – they lead students to make their own discoveries and gain confidence with their innate gifts
* Artists BEHIND THE CURTAIN – thousands of individuals that the audiences never play a critical role in ensuring the magic of music, dance and theatre are enjoyed onstage
* Artists as INNOVATORS – individuals lead with innovation and brilliance, bringing new perspectives and conversations to the surface

The role that the artists play in Milwaukee’s vibrancy enriches the cultural landscape and enhances community engagement. The diverse array of performances and exceptional local artists provide residents and visitors alike with opportunities for artistic expression and creativity. These performances not only entertain but also educate, inspire and provoke thought, contributing to a more dynamic city.

Donate to UPAF today to be a part of supporting the great artists who make our community unique.