



Published: August 2004
For Immediate Release:

OVERTURE CENTER GRAND OPENING TO SWING

The Overture Center for the Arts (Madison, Wis.) will celebrate its grand opening with nine days of music, dance, comedy, poetry, and theatre. From September 18 through September 26 the brand new, downtown arts facility features the best entertainment that local, national and international artists have to offer. **Ladies Must Swing** are scheduled to play the event's Grand Finale on Sunday Sept. 26 at 4pm.

In 1998, local businessman W. Jerome Frautschi made the breathtaking gift of \$50 million for the development of a cultural arts district in downtown Madison. He established the [Overture Foundation](#) with these funds to solve the space needs of the city's major arts organizations. Eleven months later, having solicited the opinions of experts and a 48-member community advisory committee, he made the astonishing decision that he would donate another \$50 million more for a gift totaling \$100,000,000. Internationally famous architect Cesar Pelli was engaged to design the project.