



THE PABST THEATER GROUP

For immediate release
Wednesday, March 22, 2023

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The Pabst Theater Group Reveals a New Look for The Fitzgerald with a Grand Reveal Event on April 5

All Occasions Catering and Milwaukee Airwaves Added as In-house Caterer and DJ

The Pabst Theater Group is excited to reveal elegant renovations made to the space at The Fitzgerald, keeping the newly acquired venue a premier destination for weddings and special occasion events. Updates include new flooring and refinished hardwood, remodeled bathrooms, refreshed bar areas featuring brass countertops, new dressing room suites, a complete kitchen renovation, a brand-new roof and much more.

Additionally, two premium partners have been added to make planning any event at The Fitzgerald easy. [All Occasions Catering](#) and [Milwaukee Airwaves](#) will be the exclusive in-house caterer and DJ for all events booked at the venue.

“We’ve had the opportunity to put our signature on an already beautiful space and we can’t wait to show it off,” said Ann Lennart, Director of Private Events for the Pabst Theater Group. “With the addition of our exclusive partners, planning a wedding or special event at our space couldn’t be easier. We’re proud to offer elegant ambiance, top-tier amenities and a unique event experience that only the Pabst Theater Group can provide.”

“We are looking forward to this partnership, providing All Occasions Catering a chance to have a greater presence in the heart of Milwaukee,” said Mark Andersen, president of All Occasions Catering. “It’s a really exciting opportunity to connect with the history and culture that makes Milwaukee such a great place. I’m optimistic to see what the future holds.”

Additionally, Ramsey Renno, owner and founder of Milwaukee Airwaves said, “We are excited to share our brand of customer service and curated entertainment with The Fitzgerald through this partnership. We look forward to bringing Fitzgerald clients the Airwaves experience and are grateful that the Pabst Theater Group has trusted us with the opportunity to perform in their newest venue.”

The public is invited to tour the beautifully reimagined space at The Fitzgerald at a free Grand Reveal event on Wednesday, April 5 from 4:00 PM – 8:00 PM, featuring food from All Occasions Catering and music by Milwaukee Airwaves.

Guests can also enter in-person to win a comprehensive Wedding Day Giveaway valued at over \$12,000 including:

- A complimentary room rental at The Fitzgerald
- A \$5,000 credit toward a catering package with All Occasions Catering
- A \$1,000 credit toward a DJ package with Milwaukee Airwaves

Sneak peek photos of the new space available [here](#).

About Pabst Theater Group

The Pabst Theater Group hosts close to 700 shows and events annually at its six **core** venues, the Pabst Theater, the Riverside Theater, Miller High Life Theatre, Turner Hall Ballroom, The Fitzgerald and the Back Room @ Colectivo (in partnership with Colectivo Coffee). Additionally, the group hosts shows at the Fiserv Forum, UW-Milwaukee Panther Arena and Bradley Symphony Center. The Pabst Theater Group has a financial impact on the city exceeding \$250 million and spends \$1.3 million in marketing annually, helping to build community, loyalty and reinforce identity and heritage for Milwaukee while employing a total of 350 full and part-time staff. www.pabsttheatergroup.com

About All Occasions Catering

All Occasions is not just a catering company but a practice in hospitality, offering an exceptional dining experience for all events. Whether planning a wedding, fundraiser, banquet, party, or any other special occasion, they will make any event unforgettable. They focus on client needs and work to perfect every detail of an event, including the menu, design, and overall experience.

About Milwaukee Airwaves

With over 20 years of experience providing entertainment for events, Milwaukee Airwaves knows that professionalism and customization is paramount. Milwaukee Airwaves strives to make every event memorable, understanding that client needs and preferences come first.

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