



THE **BIG EVENT** goes
motown
Saturday, June 5, 5:30 pm



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Wilson Center presents Motown legends at The Big Event—So, *Get Ready!*

Brookfield, WI (May 12, 2010) The Temptations, the GRAMMY® award-winning vocal group and one of the most successful acts to record for Motown, bring their soulful sound to **The Big Event at 5:30 pm on June 5, 2010** at the Sharon Lynne Wilson Center for the Arts. This one-night only performance with Otis Williams, Bruce Williamson, Terry Weeks, Ron Tyson, and Joe Herndon, includes a pre- and post-concert cocktail party with live and silent auctions and raffle. Tickets are \$350 per person. **For more information or reservations, call (262) 373-5032 or visit wilson-center.com.**

Guests will mix and mingle at the ***Get Ready!*** party with soul food-inspired dining bars created by Marcus Catering and Events, premium wine and cocktails, and silent and live auctions. A post-concert After Glow party in the Grand Hall includes doo-wop dancing, libations, after-hours food, and dessert with a surprise appearance from one or more members of The Temptations. “We are so thrilled to have one of the greatest vocal groups in Motown history under the Wilson Center roof on June 5,” says Honorary Chairwoman, **Judy Jorgensen**. Judy, along with her husband Gary, will welcome over 400 guests (and counting) to the annual fundraiser.

A tempting selection of **one-of-a-kind experiences** will be auctioned to the highest bidder including: a Costa Rican family jungle adventure for four; a fun-filled land and sea Milwaukee city package; a luxurious country retreat in France; a hometown sports package; and a his and her closet makeover. Bidding for these select items will take place in the Kuttemperoor Auditorium right before the performers take the stage.

For full details on the Live Auction packages, please visit wilson-center.com.

For more than forty years, **The Temptations** have prospered, propelling popular music with a series of smash hits and sold-out performances around the world. The history of The Temptations is the history of contemporary American pop. An essential component of the

original Motown machine, the amazing engine invented by Berry Gordy, The Temptations began their musical life in Detroit in the early sixties. It wasn't until 1964 however, that the Smokey Robinson written-and-produced "The Way You Do the Things You Do" turned the guys into stars.

An avalanche of hits followed, many of which..."My Girl," for instance, attained immortality. "It's Growing," "Since I Lost My Baby;," "Get Ready," "Ain't Too Proud to Beg," "Beauty Is only Skin Deep," "I Wish It Would Rain"...the hits kept coming.

The classic lineup was Otis Williams, Melvin Franklin, Paul Williams, Eddie Kendricks and David Ruffin. Beyond the singing, the group became known for their smooth stepping and flawless presentations. The Temptations Walk became a staple of American style; flair, flash and class. Millions of fans saw their Temptations as cultural heroes.

When the sixties and seventies turned political, The Temptations got serious. They changed their tone, dress, and music. In the eighties, the group prevailed with smash hits like the Otis Williams' penned "Treat Her Like A Lady." It began with their appearance on Motown 25 in 1983; it continued with the NBC mini-series that chronicled the group's history, a ratings triumph over two nights in prime time. An Emmy Award followed. Then in the nineties came another Temptations explosion with a series of acclaimed records: *For Lovers Only* (1996), *Phoenix Rising* (1998), *Ear Resistible* (2000; won the GRAMMY® Award for Best Traditional R&B Vocal Album), *Awesome* (2001), *Reflections* (2005; nominated for the 2007 GRAMMY® Award for Best Traditional R&B Vocal Performance).

The current lineup features **Otis Williams, Ron Tyson, Terry Weeks, Joe Herndon, Bruce Williamson.**

Terry Weeks grew up in Alabama and spent eight years in the Air Force before his makeshift audition for Otis on a Hollywood street corner. His smooth textures and tones express an extraordinary full range of feeling.

Newest member, Bruce Williamson started singing in a church choir at the ripe age of five years old and hasn't stopped since. He has sung in everything from commercials to musicals to the top showrooms in Las Vegas. Bruce was introduced to Otis by Ron Tyson.

"Our challenge," says Williams, "is to live in the present while respecting the past. Our past is filled with riches only a fool would discard. At the same time, we thrive on competition. As a Motowner, I grew up in the most competitive musical atmosphere imaginable. But we also understand that for a group with history, no matter how glorious that history might be, reinvention is the name of the game."

Proceeds from The Big Event support Wilson Center arts and educational programming.

The 2010 Honorary Chairs for the evening's festivities are Judy and Gary Jorgenson with presenting sponsorship by PNC. Additional support is provided by Beer Capitol Distributing Lake Country, LLC, The Private Client Reserve at U.S. Bank, George Watts & Son, Inc., Cannon & Dunphy, S.C., and Fields Auto Group Jaguar Land Rover Volvo Waukesha/Madison. M Magazine is the media sponsor.

The Sharon Lynne Wilson Center for the Arts is a non-profit, multi-disciplinary cultural arts center that offers performances by regional and touring groups, arts classes, and an art gallery with changing exhibits. The Center nurtures lifelong learning through innovative programs and classes for all interests, ages, and abilities in state-of-the-art studios and classrooms. Some of Southeast Wisconsin's finest arts organizations offer professional instruction at the Wilson Center, including Danceworks, Inc., First Stage Theater Academy, and the Wisconsin Conservatory of Music. Wisconsin fine artists are showcased at the Hidden River Art Festival in September and in the Ploch Art Gallery with five exhibitions each year. **The Wilson Center for the Arts is just minutes west of Milwaukee, nestled in Brookfield's Mitchell Park south of 198th & Capitol Drive. For information about the Wilson Center call (262)781-9470.**

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