

Renaissance Theaterworks

Challenge: Due to circumstances beyond our control, the planned third show of the season had to be postponed. "Rose" by Laurence Leamer was chosen as the replacement. The canceled play had been promoted for a year, and the change was made 8 weeks before the opening date.

Strategy: Maximize the Kennedy's connection to Wisconsin (Rosemary lived here after the lobotomy), the name recognition of Laurence Leamer, the playwright who is also a NY Times best-selling author and renowned biographer, and the Chicago ties and awards of the actor, Linda Reiter, and director Elizabeth Margolius.

Results: The best selling show of the 2021-22 season, and the first review from a Chicago media outlet for the Milwaukee-based professional theater company.



RAVE REVIEWS:

["This Spring's Not-To-Be-Missed Show"](#)

[- Third Coast Review, Chicago](#)

["An admirably nuanced portrayal"](#)

[- Shepherd Express](#)

["Holds the eye and engages the mind in a way only good theater can."](#)

[- Urban Milwaukee](#)

["Reiter's diction and delivery are impeccable." - Milwaukee Journal Sentinel](#)