



MEDIA CONTACTS:

Danielle Johnson, Wisconsin Department of Tourism
608-266-0458, djohnson@travelwisconsin.com

Lisa Marshall, Wisconsin Department of Tourism
608-267-3773, lmarshall@travelwisconsin.com

Media Room: <http://media.travelwisconsin.com>

View an [interactive version](#) of this release

FOR IMMEDIATE RELEASE

**Comedy Director David Zucker's Wisconsin Tourism TV
Spot Set to Begin Airing Jan. 11**

Marcus Theatres donating screen time to run longer, "director's cut"

MADISON, Wis. (Jan. 9, 2012) — Director, writer David Zucker, in the tradition of the Marx Bros., has made a career of comedically tearing down convention. With the help of the Milwaukee Symphony Orchestra, he carries on that proud tradition with the debut of his new television commercial promoting winter fun in Wisconsin.

The gag-filled 30-second spot depicting indoor and outdoor fun, starring the Milwaukee Symphony Orchestra with a supporting cast of snowballs, was filmed, ironically enough, at the Riverside Theater on the very stage where the Marx Bros. once performed their 1920s vaudeville show "I'll Say She Is!" The spot starts airing in Milwaukee, Green Bay, Chicago and Minneapolis-St. Paul on Jan. 11.

In addition, Milwaukee-based Marcus Theatres is donating time on approximately 450 movie screens in Wisconsin, Illinois and Minnesota to air a longer "director's cut" of the commercial.

"It was great fun to return to my home state and do something in addition to visiting relatives," said Zucker. "Also, I was so impressed by the quality of the creative talent in Wisconsin – and it reaffirmed my desire to try and bring some feature film work back to the state."

Zucker's name is attached as director, writer and producer on some of the funniest and most financially successful comedy films of the past three decades "[Airplane!](#)," "[The Naked Gun](#)" series, "[Ruthless People](#)" and the last two installments of "[Scary Movie](#)."

This past summer, the Wisconsin Department of Tourism, using research findings that conclude that "having fun" is the No. 1 motivator for leisure travel, embarked on a TV, radio, print and social media campaign around the theme of "fun."

“Bringing David home to direct the spot was great fun and far exceeded our expectations,” Tourism Secretary Stephanie Klett said. “He doesn’t know this yet, but we plan to invite him back to direct some more ads. Just don’t print that! Seriously, beyond the comedic artistic contribution of David, this ambitious production could not have been possible without the generosity of our supporting cast that donated their time and talent: the Milwaukee Symphony Orchestra, Marcus Theatres, the Riverside Theater, VISIT Milwaukee and the Pfister Hotel.”

Bruce Olson, president of Marcus Theatres, said his company is pleased to support Wisconsin’s tourism marketing efforts. “Wisconsin is our corporate home and David is our native son,” he said. “He’s made our theatre audiences laugh for decades with his feature films, and his commercial promises to do the same.”

The 2012 winter marketing campaign has a budget of about \$1.3 million. Milwaukee-based [Laughlin Constable](#) is the marketing agency of record for the Department of Tourism.

The ad can be seen at <http://youtu.be/NZzFQDNpbY4>. An HD, broadcast-ready version of the TV spot is also available for [download](#).

About Marcus Theatres

Milwaukee based Marcus Theatres® (www.marcustheatres.com), a division of The Marcus Corporation (www.marcuscorp.com) (NYSE:MCS), is the sixth largest theatre circuit in the United States and currently owns or operates 695 screens at 56 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio. For more information, please visit www.marcustheatres.com.

About the Wisconsin Department of Tourism

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest’s premier travel destination by executing industry-leading marketing programs and establishing strategic partnerships. The Department plays a significant role in generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at TravelWisconsin.com.