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Madison couple inspires donations for Overture Forever Campaign

Bea and Lau Christensen will match all donations to the Overture Forever Campaign up to \$250,000 through June 30, 2025.

Madison, Wis. (March 31, 2025) Longtime Madisonians Bea and Lau Christensen love music and their community, and this combined passion has led to years of support for Overture Center for the Arts. They are [Local Legends](#) and recently supported upgrades in The Playhouse theater. They're inspiring others to support the [Overture Forever Campaign](#) by matching all donations up to \$250,000 through June 30, 2025.

“Overture is a pillar of our community—an extraordinary gift from Jerry Frautschi that we all have a responsibility to sustain. His vision created Overture, but every great facility requires ongoing care. By investing in Overture, we ensure it remains a vibrant cultural home for generations to come. That’s why we proudly support the Overture Forever Campaign and encourage others to join us in preserving this community treasure—now and forever,” said Bea and Lau Christensen.

Since its opening, Overture Center has become a cornerstone of Madison’s arts community, hosting an average of 700 events each year and providing nearly 500,000 arts experiences annually. This includes performances from its nine resident arts companies and numerous national and international touring artists. Importantly, at least 30 percent of these arts experiences are offered free or at low cost, making the arts accessible to the broader community.

Funds raised through the [Overture Forever Campaign](#) will support critical capital projects and grow Overture’s endowment, ensuring Overture’s long-term viability. As of March 28, Overture has raised \$25.5 million toward its \$30 million goal, thanks in large part to a generous \$10 million pledge from the W. Jerome Frautschi Foundation and contributions from individuals, businesses, foundations and grant agencies. The Christensens’ match now provides an opportunity to bring in even more support from the community during this final stretch, doubling the impact of donations received by June 30, 2025.

To donate and have your gift matched, visit overture.org/give/overture-forever. All contributions made to the Overture Forever Campaign by June 30, 2025, will be matched up to \$250,000.

Learn more about Bea and Lau’s passion for Overture Center in this blog with video: [Love of music inspires ongoing support for Overture](#).

Celebrating 20 years in Madison, Wis., OVERTURE CENTER FOR THE ARTS is a 501(c)(3) nonprofit arts organization that features seven state-of-the-art performance spaces and five galleries where national and international touring artists, nine resident companies and hundreds of local artists engage people in nearly 500,000 educational and artistic experiences each year. Overture’s mission is to support and elevate our community’s creative culture, economy and quality of life through the arts. overture.org

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