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Milwaukee Film partners with Northwestern Mutual for a Free Community Screening

MILWAUKEE – Wednesday, May 4, 2022 – Non-profit arts organization Milwaukee Film is teaming up with financial services firm Northwestern Mutual to host a free screening of the new documentary *The Loyola Project* on Tuesday, May 17, at the Oriental Theatre (2230 N Farwell Ave) at 6:30pm. Set against the backdrop of a particularly turbulent year in Civil Rights Movement history, the film reexamines the cultural impact of the 1963 Loyola Ramblers, one of the few fully an integrated men’s college basketball teams of its time, whose national title run broke racial barriers ushering in a new era of equality in college basketball.

“We are longtime partners with Northwestern Mutual. Their efforts to support and celebrate diversity, equity and inclusion across each community match our own,” says Geraud Blanks, Chief Innovation Officer, Milwaukee Film. “Not only is *The Loyola Project* a great film, but the film screening and panel provides us an opportunity to engage the community in timely discussions about pertinent topics, which is our bread and butter.”

Free and open to the public, all filmgoers receive a complimentary small popcorn and soda courtesy of a generous grant from Northwestern Mutual, which has sponsored more than 70 screenings on college campuses across the nation as part of the 63 for 63 Screening Series.

The post-screening discussion features Lucas Williamson, co-writer, narrator, and current captain of the Loyola men’s basketball team, as well as director Patrick Creadon, and UWM Athletic Director Amanda Braun.

Free tickets can be reserved at mkefilm.org/loyola.

About Milwaukee Film

Milwaukee Film is a nonprofit arts organization dedicated to creating world class cinematic experiences that convene our diverse community and catalyze positive change in Milwaukee, with a vision to make Milwaukee Film the most dynamic, well-rounded film culture institution in America. The 14th annual Milwaukee Film Festival will be held from April 21-May 5, 2022. For more information or to become a Member, visit mkefilm.org.

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