

Thursday's Virtual Make A Promise Gala Taps "Cher" to Cheer Milwaukeeans During Otherwise Cancelled Milwaukee Summer

(Milwaukee, Wis.) – Chad Michaels, winner of RuPaul's Drag Race All Stars and the world's most majestic Cher impersonator, leads an all-star cast of luminaries appearing at Thursday's one-of-a-kind virtual Make A Promise Gala. [Here](#) is an advance peak at her performance approved for excerpted media use.

"Because Make A Promise Gala is known for being Milwaukee's liveliest and most entertaining parties, we always knew the show had to go on," said Mike Gifford, President & CEO of Vivent Health, formerly known as AIDS Resource Center of Wisconsin (ARCW). "This year, guests can celebrate with an array of talented stars while helping people with AIDS thrive, all from the comfort of their own homes."

The event will take place Thursday, June 25, at 8 p.m. To participate, click on this link: <https://makeapromise.gallery.video/>. While donations are encouraged, participation is free. All are welcome.

Participants of note include the following:

- Cleve Jones, Renowned activist and founder of the NAMES Project AIDS Memorial Quilt
- Chad Michaels, American drag performer and professional Cher impersonator
- Brian Justin Crum, Broadway singer and former America's Got Talent finalist
- Mondo Guerra, Former winner of Project Runway All Stars
- The Broadway Cast of Wicked

Participants can also bid on a variety of priceless auction items, including a personalized voicemail greeting recorded by Jane Lynch, a replica set of Dorothy's red slippers, an Arizona getaway, a Milwaukee Beer Battle and more.

Following the various performances and shout-outs, beloved local entertainer DJ Shawna will spin records to engage partygoers in a one-of-a-kind dance party experience. *DJ Shawna is available this week to spin records for media and discuss the event.*

To help reimagine Make A Promise as a virtual event, Vivent Health partnered with Mindpool Live, a Milwaukee-based technology firm known for producing live concerts and events around the world.

"Having proudly worked with Vivent Health to co-produce the legendary Make a Promise Gala for the past several years, we were energized by the unique opportunity to transform this dynamic live event into an innovative, broadcast-quality virtual experience that would inspire, entertain, and potentially expand Vivent's support to reach to a global audience." said Josh Adams, CEO of Mindpool Live.

About Vivent Health

Vivent Health is a nationally recognized leader in the fight against HIV/AIDS, headquartered in Milwaukee. Vivent Health is best known for its high-quality HIV patient outcomes and operates the only HIV Medical Home in America recognized by the Centers for Medicare and Medicaid Services. The HIV Medical Home model of care offers integrated health and social services including medical, dental, mental health and pharmacies, along with case management and social support provided by a team of professionals dedicated to patient care. Vivent Health is also a leading provider of innovative and aggressive prevention services that help at-risk individuals remain HIV negative. Vivent Health operates in 15 locations in Colorado, Missouri, Texas and Wisconsin, and serves tens of thousands of people at-risk for HIV, and more than 10,000 people living with HIV annually.

About the Make A Promise Gala

In 1986, a group of gay men hosted a dinner party in a Milwaukee area home to raise money for the fight against HIV/ AIDS. Their success inspired a promise to return the next year with more people, raise more money and repeat this dinner until a cure for AIDS is found. This gala has become an inspiring statement reminding each of us the power of what can be accomplished when people believe in the promise.

About Mindpool Live

Mindpool Live is a global video production company based in Milwaukee that is focused on delivering high-impact live event experiences, whether in-person or online. Mindpool's specialties include the delivery of broadcast-quality live or virtual multi-camera productions, video staging, and content development.