



Media Release

\$94K for SIDS and Kids WA through WICKED partnership

Good and WICKED will come together on stage on Wednesday, with Glinda the Good from smash-hit Broadway musical WICKED handing over a for cheque for \$94,621.87 – the outcome of the combined fundraising efforts of Hawaiian and WICKED Australia.

The much needed funds will go a long way to assist SIDS and Kids Western Australia, whose mission is to save babies' lives through education and research, and to provide grief support for those affected by the death of a child from conception onwards.

The funds raised were the result of the sell-out charity performance WICKED – The Final Dress Rehearsal on Sunday 19 June.

Shauna Gaebler, CEO of SIDS and Kids Western Australia thanked WICKED Australia and Hawaiian for the contribution.

“SIDS and Kids WA is thrilled with the phenomenal success in raising valuable funds. The money will go a long way to supporting our vital education, counseling and loss and grief services throughout the vast expanse of Western Australia. We appreciate everyone’s time and contributions.”

Australia’s leading theatrical producer, John Frost, said, “the cast and producers were thrilled to be able to assist such a worthy cause and to give back to the State in which WICKED is currently playing”.

Hawaiian Executive Director Damian Gordon said Hawaiian, a WA based property group, was pleased to make the introduction between SIDS and Kids WA and WICKED Australia.

“While the WICKED partnership has produced an amazing \$94,621.87, Hawaiian is going to provide an additional donation so that SIDS and Kids WA receive a grand total of \$100,000.”

“Having seen the comfort provided to families following the tragedy of losing a child, it is an honour for Hawaiian to have the opportunity to partner with WICKED to support SIDS and Kids WA.”

WICKED tells the story of the remarkable odyssey of two unlikely friends who meet in the Land of Oz. One, born with emerald green skin, is smart, fiery and misunderstood. The other is beautiful, ambitious and very popular. WICKED is about how they grow to become the Wicked Witch of the West and Glinda the Good.

Currently in its 8th year on Broadway, WICKED's North American and international companies have cumulatively grossed more than \$2.2 billion and have been seen by nearly 28 million people worldwide. WICKED is the winner of 35 major awards including the Grammy Award, three Tony Awards and six Helpmann Awards® including Best Musical.

WICKED is now playing at the Burswood Theatre and runs for a strictly limited season. Tickets are now on sale and available through TICKETEK on 132 849 or www.ticketek.com.au For more information on WICKED, visit www.wickedthemusical.com.au

Perth Media Call

WEDNESDAY, 29 JUNE 2011

3.45pm for 4.00pm sharp start

**Burswood Theatre- Meet at Entertainment Administration Office,
Theatre East Foyer via Door 2**

The following people will be available for interview / photo opportunities: Lucy Durack (in costume as Glinda the Good), Shauna Gaebler from Sids and Kids WA and Damian Gordon from Hawaiian.

Please register your attendance with Chloe Rothery – contact details below.

Ends

For further information:

Chloe Rothery
Public Relations Coordinator
Hawaiian
08 9426 8888 / 0408 499 069
chloer@hawaiian.com.au

Marie Gee
Marie Gee Publicity
08 9271 7889 / 0419 943 353
mariepublicity@bigpond.com

Shauna Gaebler
CEO
Sids and Kids Western Australia
08 9474 3544 / 0417 175 529
shaunagaebler@sidsandkids.org