



MEDIA RELEASE

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## IT'S A WICKED BLITZ AT THE BOX OFFICE

The worldwide smash hit musical phenomenon, WICKED, went on sale this week and is blitzing the Brisbane box office with over 40,000 tickets already snapped up to the must-see theatre event of the decade. **WICKED will open in Brisbane at the Lyric Theatre, QPAC on Sunday 16th January 2011.**

**Tickets to the emerald extravaganza now from qtix on 136 246 or qtix.com.au. Premium, dining and hotel packages are available from Showbiz on 1300 WICKED.**

Records continue to topple at QPAC as the qtix website is inundated with hits and enquiries. WICKED has achieved the highest number of visits to the qtix website with 11,945 visits in just a few days, and phone lines are burning up as Queenslanders join the green revolution.

Australia's leading theatrical producer John Frost, whose Broadway productions have won two Tony Awards, is constantly surprised at the records that WICKED makes and breaks. "This show is phenomenon. It brings in people who've never seen a musical; people who never thought they would go inside a theatre. They all spread the WICKED word. This is a show that grows by word of mouth in a way and to a degree unlike any I know," he said.

Mr. Frost went on to say, "It is most successful musical in the world today, and appeals to everyone from 8 to 80. People love it for so many different reasons – some for the engrossing story inspired by The Wizard of Oz, some for the astonishing sets and costumes, some for the soaring ballads, some for the deeper messages, and some to see the life-affirming friendship between the two girls who grow up to be Glinda the Good and the Wicked Witch of the West.

When the Australian production of WICKED arrives in Brisbane it will have played over 866 shows and will have been seen by well over 1 million Australians. WICKED's record-breaking Australian run began in June, 2008 at Melbourne's Regent Theatre, where it broke the city's box office record and ran through August, 2009. The production transferred to Sydney's Capitol Theatre on September 5, 2009 and will conclude its record-breaking run on September 26, 2010.

WICKED relates the untold story of the witches of Oz. Long before Dorothy drops in, two other girls 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 tells the story of their remarkable odyssey, how these two unlikely friends grow to become the Wicked Witch of the West and Glinda the Good.



Currently in its 7th year on Broadway, WICKED's four North American and four international companies have cumulatively grossed \$1.9 billion and have been seen by 24 million people worldwide. WICKED is the winner of 35 major awards including the Grammy Award, three Tony Awards and six Helpmann Awards.

WICKED, with music and lyrics by Stephen Schwartz (*Godspell*, *Pippin*, Academy Award-winner for *Pocahontas* and *The Prince of Egypt*) and book by Winnie Holzman (*My So Called Life*, *Once And Again* and *thirtysomething*), is produced by Marc Platt, Universal Pictures, The Araca Group, Jon B Platt and David Stone, with John Frost as Australian Co-Producer.

WICKED proudly acknowledges its family of WICKED sponsors for the Brisbane season including Showbiz, Sofitel Brisbane, Channel 7, 97.3FM, Volvo Car Australia, Constellation Wines, Qantas Holidays, MAC Cosmetics.

For more information about the show go to [wickedthemusical.com.au](http://wickedthemusical.com.au).

**Tickets to the 2011 season of WICKED are on sale NOW**

**PHONE QTIX ON 136 246**

**[www.qtix.com.au](http://www.qtix.com.au)**

**FOR PREMIUM, DINING AND HOTEL PACKAGES CALL SHOWBIZ ON**

**1300 WICKED**

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