



Media release

**embargoed to 12.30pm 6 October 2010

Adelaide tickets to the biggest theatrical hit of the decade to go on sale

Today Jemma Rix as *Elphaba*, Bert Newton (who plays the role of the Wizard in WICKED) and Australia's leading producer John Frost flew into Adelaide to announce the onsale and season dates to Broadway's biggest blockbuster musical, WICKED.

WICKED's **Adelaide** season at the **Festival Theatre**, will commence on **15 April 2011** for a strictly limited season.

Tickets to the emerald extravaganza will go on sale to the public from **9am on Monday 25 October 2010** through **BASS on 131 246** or **bass.net.au**. Premium, dining and hotel packages are available from **Showbiz on 1300 WICKED**.

Since the announcement in June that the worldwide smash hit musical phenomenon, **WICKED**, is coming to Adelaide in 2011, records have been smashed with more than 10,000 South Australians registering on waitlists in order to purchase the first tickets to the must-see event of 2011.

The Adelaide born John Frost, said, 'This show 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.

Frost, whose Broadway productions have won two Tony Awards, is accustomed to hits, but, he admits WICKED is something he has never experienced. He went on to say, "WICKED is a phenomenon, the most successful musical in the world today. It appeals to everyone from 8 to 80. Since we opened in Australia in 2008, more than 20,000 South Australians have seen the show in Melbourne and Sydney. People love WICKED for so many different reasons."

Festival Centre *Chief Executive and Artistic Director* **Douglas Gautier** said the Festival Centre was keenly anticipating WICKED coming to Adelaide. 'When WICKED opens next year, I know we'll be overrun by audiences wanting to be part of this award winning, record breaking musical. It's been described as the musical that has defined the decade and it is because WICKED is a rare alchemy of spectacle and pure joy,' he said.



When the Australian production of WICKED arrives in Adelaide it will have played more than 950 performances and will have been seen by more than 1.3 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 concluding its record-breaking run on September 26, 2010 ahead of opening in Brisbane in January 2011.

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 \$2 billion and have been seen by 25 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, 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 Adelaide season including Showbiz, Channel 7, ARN, Intercontinental Adelaide, Volvo Car Australia, Constellation Wines and MAC Cosmetics.

For more information about the show or for updates on the Adelaide season of WICKED go to wickedthemusical.com.au.

For further information, interviews and images please contact:

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