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WICKED Special Priced Preview Announced

With just over a week left to go before **WICKED** flies into Adelaide its Producers have announced that a special priced preview performance of the show will be held on **Thursday 14 April at 7.30pm** in the **Festival Theatre**, due to the huge demand for tickets to the Adelaide season.

Australia's leading theatrical producer and Adelaide boy John Frost, whose Broadway productions have won two Tony Awards, is thrilled with Adelaide's response to the show. 'We are delighted with the reception we have received in Adelaide since launching in October 2010, Adelaide audiences have already snapped up over 55,000 tickets to the show and as we get closer to opening sales continue to grow'.

'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. If you are a musical theatre buff or have never stepped into a theatre – this is the show you want to see. It ticks all the boxes – a top notch Australian cast, brilliant theatrics, lights and sound, beautiful costumes, a score that will stick in your head for days, a heart-warming story – it's the full entertainment package', he said.

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. In Brisbane, despite the devastating floods the show was seen by it was seen by more than 155,000 Queenslanders during its ten week run.

WICKED is the winner of 35 major awards including the Grammy® Award, three Tony® Awards and six Helpmann® Awards including 'Best Musical'.

Currently in its 8th year on Broadway, **WICKED's** North American and international companies have cumulatively grossed \$2.1 billion and have been seen by nearly 27 million people worldwide.

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.

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.

Tickets for the 14 April special priced preview performance are \$30 less than normal ticket prices and are on sale now through BASS on 131 246 or bass.net.au.

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 media information:

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