



Media Release

BERT NEWTON GIVES ADELAIDE THE GREEN LIGHT

In a twilight ceremony held on the Festival Centre's upper plaza last night (11 April) Bert Newton, in costume as *The Wizard* from the hit musical **WICKED**, 'greenified' the **Adelaide Festival Centre**, the **Adelaide Casino** and **Railway Station** and the **InterContinental Hotel**. Bert was joined by *Festival Centre CEO and Artistic Director Douglas Gautier*, **Paul Shaw** *Director of Sales and Marketing InterContinental Adelaide*, together with **WICKED's** Adelaide Facebook fans dressed in green.

Each of the buildings will be bathed in emerald green light to celebrate the opening of the Adelaide season of the worldwide smash hit musical phenomenon, **WICKED** playing from 14 April. The lighting will continue for the duration of the season.

Since **WICKED** began its record breaking run in Melbourne in 2008, each Australian city has welcomed the show by 'greening' parts of their city.

The musical event of the decade commences its season in the Festival Theatre on April 14th. After being seen by well over 1.3million Australians during the Sydney and Melbourne and Brisbane seasons, it is now Adelaide's turn to fall in love with the two witches of Oz.

Australia's leading theatrical producer – Adelaide born **John Frost**, whose Broadway productions have won two Tony Awards said, 'I am thrilled to be bringing **WICKED** to my home town and adding a splash of green to the precinct. **WICKED** is like no other show, the fan base and support for this show worldwide is quite a phenomenon, and looking at the support we have already received in Adelaide, with more than 55,000 tickets sold we are off to a flying start.'

Douglas Gautier, Artistic Director and CEO, Festival Centre said, the Festival Centre is looking forward to the phenomenon that is **WICKED** finally opening later this week. 'The Festival Centre is greened and ready to welcome with open arms the cast and audiences of all ages to this award winning, record breaking musical. If you haven't bought your tickets yet, make sure you do, as the whole city is going to be talking about it.'

Paul Shaw, Director of Sales and Marketing, InterContinental Adelaide said, 'InterContinental Adelaide is proud to be the Official Hotel Partner of WICKED and going green was a great way to show our support. We can't wait to welcome this Broadway Blockbuster to Adelaide.'

Long before that Dorothy girl from Kansas dropped into Munchkinland, 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 8th year on Broadway, WICKED's four North American and four international companies have cumulatively grossed \$2.1 billion and have been seen by 27 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.

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, Mix 102.3FM, Intercontinental Adelaide, Volvo Car Australia, Constellation Wines, MAC Cosmetics and George Gross and Harry Who.

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

For further media information:

Neil Ward Publicity 08 8361 3577, 0438 095 580 neil@neilwardpublicity.com.au