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WICKED

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CREASY WOOLFOLK CONCEPTS
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FEATURE ARTICLE

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Richmond Family Magazine Cont.

HOW *WICKED* WORKS ITS MAGIC!

Popular Broadway Sensation in RVA

by Joan Tupponce



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Their mom Jen Maddux had prepped the kids for their first Broadway experience before they headed to the show. "We listened to the soundtrack and told them part of the story, leaving a few pieces out so it would be a surprise to them," says Maddux, who lives with her family in Henrico. "If kids get some backstory, they know what is happening on stage. *Wicked* was the perfect show for them."

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The story, based on the Gregory Maguire novel which is not for kids, provides more depth to the original character of Elphaba (known as the Wicked Witch of the West or the Wicked Witch in the L. Frank Baum series and film version). "We can see that Elphaba is not as evil as people say, and Glinda is not always that bubbly," says Keeley.

Maddux chose *Wicked* as her children's first Broadway show because she was looking for a show that was family-friendly, with lots of spectacle and creative energy. "Those are all the things that make for an exciting Broadway experience," she says.

An award-winning writer based in Richmond, **Joan Tupponce** is a parent, grandparent, and self-admitted Disney fanatic. She writes about anything and everything and enjoys meeting inspiring people and telling their stories. Look for her original and exclusive online articles about Richmond-area people, places, and ideas at *Just Joan: RVA Storyteller*.

The Spectacle of *Wicked*

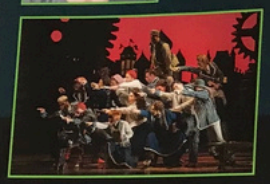
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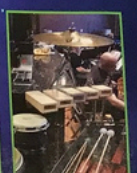
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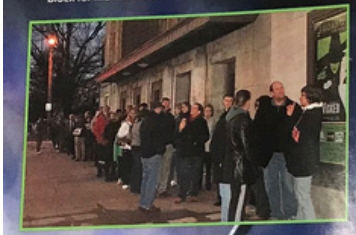
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(cont. page 62)



Hanging the banner at Altria Theater – before the marquee was renovated (above). The ticket line wrapped around the block for the three-week run of *Wicked* in March 2010 (below).





loves it when the cast and crew come to eat. The Cary Street restaurant serves diner-inspired food with a lot of vegan and vegetarian choices.

"Most times, they come see us for multiple meals, whether it's a quick bite before the show or a party for twenty as the tech crew eats breakfast after putting up the show for opening night," he says. "We have been doing this for a long time, and a good show season can help you put a little money in savings, but more importantly, we get to show who we are as a business."

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When O'Brien started with the show, he thought everybody knew *The Wizard of Oz*. Now there is a "whole generation that knows *Wicked*, and then they find out about the movie *The Wizard of Oz*. It will be interesting to see if *Wicked* becomes this generation's *The Wizard of Oz*."

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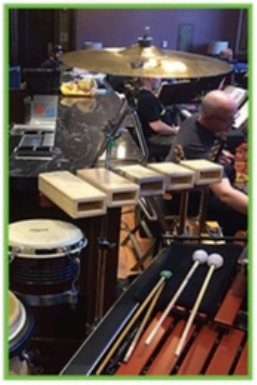
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Photography: Joan Marcus (Wicked Production), Jimmy Dickenson, Cindy Creasy

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FEATURE ARTICLE

Richmond Times Distpatch

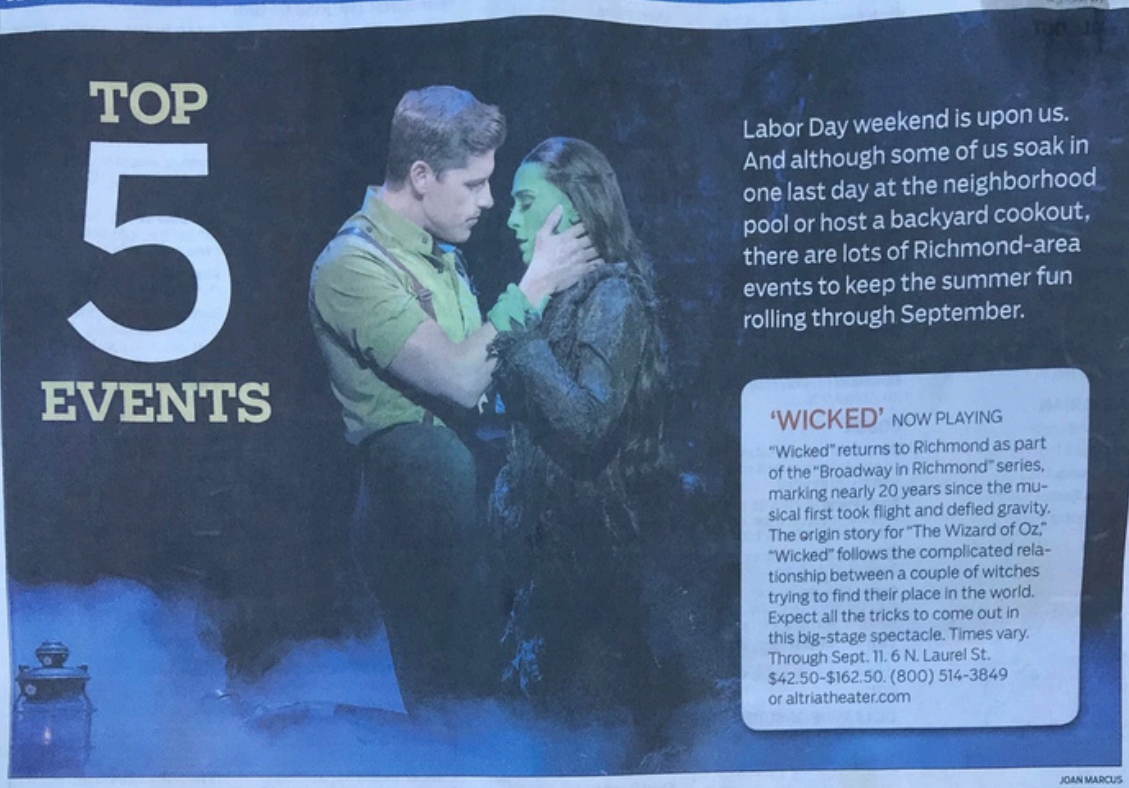
RTD- Advanced Article Print Date, September 1, 2022

THIS WEEKEND

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SECTION C · RICHMOND TIMES-DISPATCH · THURSDAY, SEPTEMBER 1, 2022 · RICHMOND.COM

TOP 5 EVENTS



Labor Day weekend is upon us. And although some of us soak in one last day at the neighborhood pool or host a backyard cookout, there are lots of Richmond-area events to keep the summer fun rolling through September.

'WICKED' NOW PLAYING

"Wicked" returns to Richmond as part of the "Broadway in Richmond" series, marking nearly 20 years since the musical first took flight and defied gravity. The origin story for "The Wizard of Oz," "Wicked" follows the complicated relationship between a couple of witches trying to find their place in the world. Expect all the tricks to come out in this big-stage spectacle. Times vary. Through Sept. 11. 6 N. Laurel St. $42.50-$162.50. (800) 514-3849 or altriatheater.com

JOAN MARCUS

BÉLA FLECK THURSDAY

Béla Fleck has brought the banjo to just about every musical genre around, from pop to classical (we're still waiting for EDM). With "My Bluegrass Heart," the 15-time Grammy winner returns to his roots, picking it to pieces with old touring friends and new bandmates as well. Doors open at 5:30 p.m.; show begins at 6:30 p.m. 1700 Hampton St. $35-$65. (804) 358-7166 or musicatmaymont.com



ALAN MESSER

PATSY CLINE TRIBUTE FRIDAY

Go walkin' after 4:59 to the VMFA's Friday af-



COURTESY OF THE EVENT

'SISTINE CHAPEL: THE EXHIBITION'

STARTS FRIDAY

Michelangelo's 'Sistine Chapel' is headed to Stony Point Fashion Park with 34 life-size, impeccably reproduced frescoes. Education signage and audio recordings flesh out the immersive experience, which should take visitors at least an hour to complete. Grab a happy-hour Appletini and get a quick Old Testament makeover for the picture-perfect selfie in front of the iconic "The Creation of Adam" recreation. Located next to Pandora. 10 a.m.-6 p.m. Tuesdays-Sundays. Through Oct. 9. 9200 Stony



FEATURE ARTICLE

Richmond Times Dispatch
RICHMOND.COM POST

RTD- Advanced Article Upload Date, September 1, 2022

TOP STORY

Top 5 weekend events: 'Wicked,' Music at Maymont & Sistine Chapel exhibit

MIKE WARD Special Correspondent Sep 2, 2022 0

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'Wicked'



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Joan Marcus



Style Weekly

Style Weekly- Advanced Article Upload Date August 29, 2022

Wicked Games

The Broadway tour of "Wicked" flies a broomstick into town on Aug. 31.

BY RICH GRISET

click to enlarge



Joan Marcus

Jennafer Newberry as Glinda in the national tour of "Wicked," which starts this Wednesday, Aug.31 at the Altria Theater and runs through Sept. 11.

Sitting in the Gershwin Theatre during the original Broadway run of "Wicked" less than a year after it opened, Jennafer Newberry turned to her parents and told them she'd be in the show someday.

In May 2019, her declaration became a reality when she joined the ensemble of the national Broadway tour of "Wicked"; this past March, she took over the role of Glinda the Good.

"It's always been there," says the actress of her association with "Wicked." "We literally sang 'For Good' at my high school graduation. It's just this iconic part of culture and my life, and it's a dream to by playing the role."

On Aug. 31, Newberry and the rest of the cast of "Wicked" will fly a broomstick into town for a 12-day run at the Altria Theater.

Style Weekly Cont.

For the uninitiated, "Wicked" is based on the characters and setting of L. Frank Baum's 1900 novel "The Wonderful Wizard of Oz" and the 1939 MGM film "The Wizard of Oz." Taking place before and after Dorothy Gale crashes down in Munchkinland, "Wicked" is told from the viewpoint of the witches of the Land of Oz.

In this inventive reworking, we learn that Elphaba, who later becomes the Wicked Witch of the West, and Galinda, who later becomes Glinda the Good, were roommates at sorcery school. As you might expect, the contrast between the two is stark: Glinda is superficial and in search of adoration, while the highly intelligent Elphaba is green and hopes to use her powers to work with the Wonderful Wizard of Oz.

Originally starring Idina Menzel, Kristen Chenoweth, Joel Gray and Norbert Leo Butz on Broadway, "Wicked" manages to serve both as slick musical and a parable about fascism and genocide. Since it opened in 2003, "Wicked" has become the second-highest grossing musical in Broadway history, trailing only "The Lion King."

Newberry says that for all of her character's flaws, she's a loyal and loving person.

"She is bubbly, fun, vivacious. She loves to be the center of attention," Newberry says of Glinda. "She's a little bit naïve in how privileged she is, but underneath that – which might seem a little bit vain – she actually has a really big heart, and she really cares about the people around her."

In the show, Glinda is torn between the spotlight and doing the right thing.

"I just feel like I learn every day from Glinda when I'm out there. I love the songs that she sings. I love her relationships that she builds throughout the show," she says. "Glinda's heart is the thing that gets me. She's a lot deeper than I think people give her credit for."

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Style Weekly Cont.

Newberry says it's been exciting to interact with fans of the show.

"We get the most beautiful fan art," she says. "I just got a beautiful pair of earrings from a fan who has a beading shop. She made me these beautiful earrings based off of my bubble dress. They love us so well. It's really nice to feel that from them."

Ever since the pandemic forced the show to shut down for 16 months, Newberry says she and her castmates will never take performing for a live audience for granted again.

"There's nothing like it, and I think we just cherish it that much more."

Broadway in Richmond "Wicked" plays Aug. 31-Sept. 11 at the Altria Theater, 6 N. Laurel St. For more information, visit broadwayinrichmond.com or call (804) 592-3368.





FEATURE ARTICLE

ABC 8 News

ABC 8 News- Advanced Article Upload Date, 1st September, 2022

COMMUNITY

‘Wicked’ performer John Bolton speaks about show’s return to Altria Theater in Richmond

by: Delaney Hall
Posted: Sep 1, 2022 / 12:39 PM EDT
Updated: Sep 1, 2022 / 12:43 PM EDT



SHARE

RICHMOND, Va. (WRIC) — A musical that “defies gravity” is now playing at the Altria Theater in Richmond.

The Broadway sensation ‘Wicked’ runs through Sunday, Sept. 11. The return marks the fourth time the dazzling show has come to the Altria Theater.

The musical tells the story of what happened in the land of Oz before Dorothy and Toto show up.

Cast member John Bolton, who plays the wizard, explained to 8News what audiences can expect.

| Tickets for Richmond premiere of ‘Dear Evan Hansen’ go on sale ›

“Glinda, the good witch, and Elphaba, who will become the Wicked Witch of the West,” he explained. “[They] start [out] not liking each other too much, then become best friends and you start to wonder who’s the good one and who’s the truly wicked one.”

Bolton said Richmond audiences are already loving the production.

“We love these Richmond audiences,” he said. “Let me tell you — they are going berserk for the show. A few of them are even arriving in costume — adults. We’re talking adults in witch hats or wearing all green.”

Tickets can be purchased on the Altria Theater’s website. Check out stills from the show below.

ABC 8 News Cont.





ABC 8 News Cont.





ABC 8 News Cont.





ABC 8 News Cont.





ABC 8 News Cont.

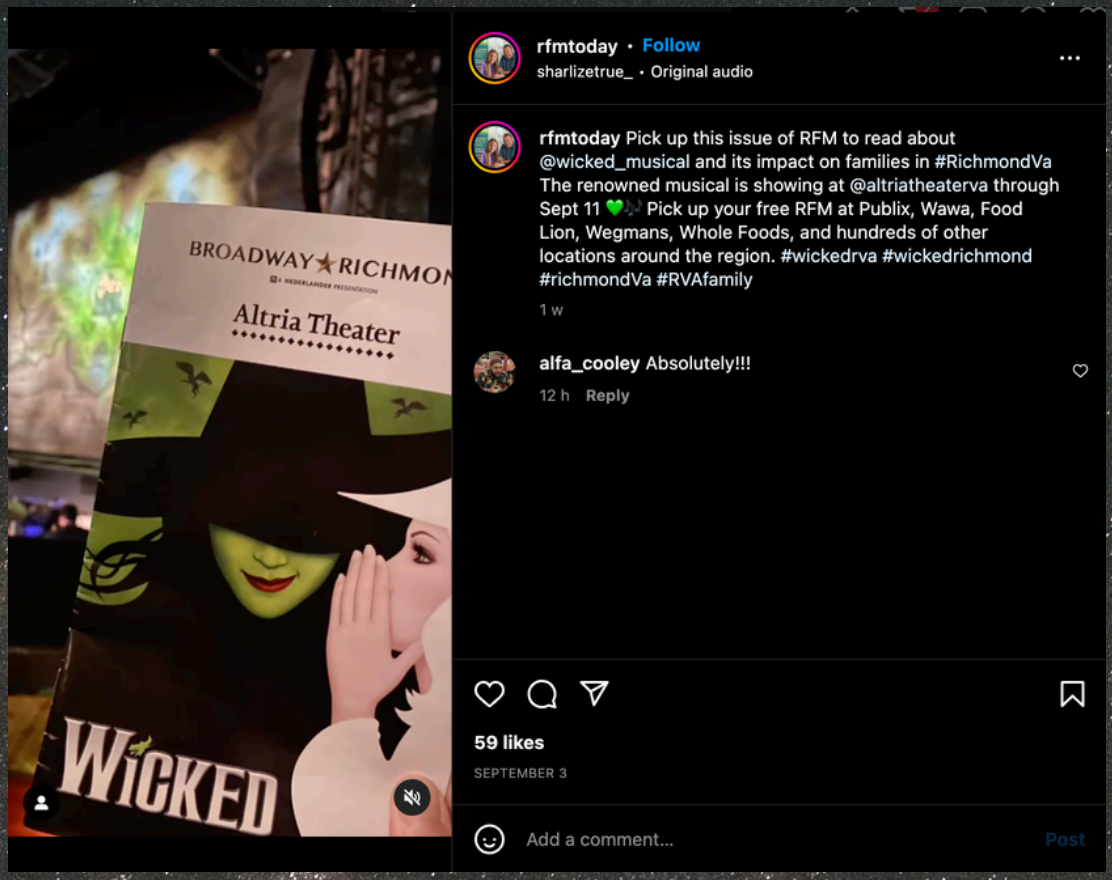


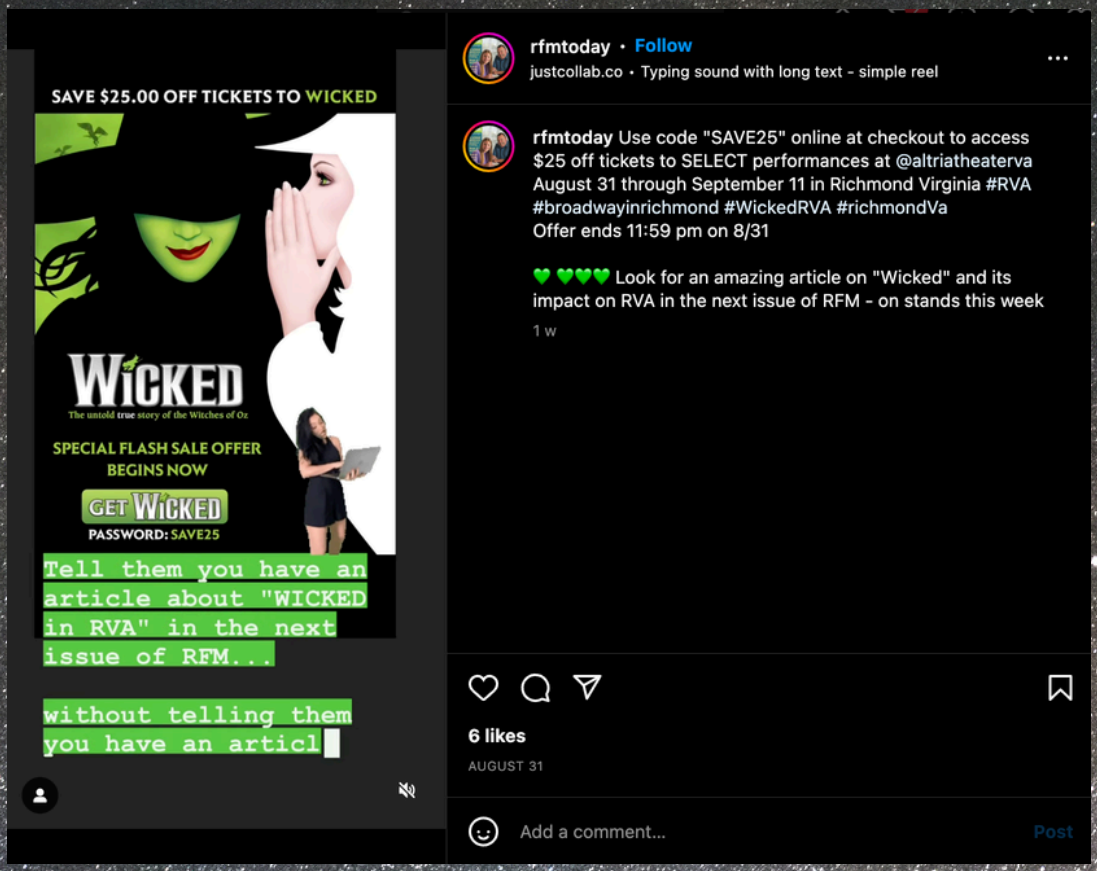


SOCIAL MEDIA, EMAILS AND MORE!

Richmond Family Magazine

Promotion about magazine + Show.







SOCIAL MEDIA, EMAILS AND MORE!

Richmond Family Magazine

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RFM eNews

INSIDER'S GUIDE

Family concert, sensory-friendly movie, *Wicked* for kids, and the Squirrels are in town for Labor Day weekend!

Find Out More!



Wondering if *Wicked* at Altria Theatre is right for your kids? Look for an article from Joan Tupponce in the new RFM – rolling out around town now! – and if you have theatre-loving kids, read this article online. *Wicked* runs through September 11. [More]

RFM eNews

Richmond Family Magazine

Let's Do This, September!

RVA's trusted family lifestyle magazine since 2009 is free at all Food Lion, Wawa, Wegmans, Publix, and Whole Foods stores – plus The Market@25th in Church Hill, Little House Green Grocery in Lakeside, all Marco's Pizza locations, Silver Diner, and lots of other pick-up spots from Ashland to Petersburg!





The magic of ***Wicked*** **in Richmond** and its impact on families and businesses. *(page 56)*

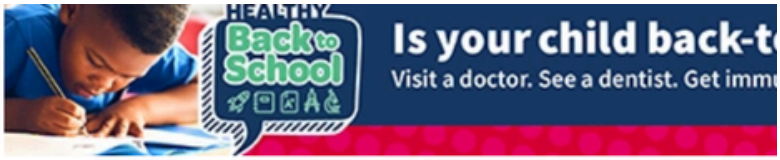


SHOW REVIEW

Richmond Family Magazine

RFM- Show Review Article Upload Date, 3rd September, 2022

RFMonLine



DEPARTMENTS COLUMNS EVENTS COMMUNITY FINDERS CONTESTS C

TOPICS > PARENTING WELLNESS EDUCATION HOME COOKING PETS HIST



"Wicked" Flies into Richmond's Altria Theater and Lifts Spirits

SHOW REVIEW

Richmond Family Magazine Show Review Cont.

September 3, 2022 Lindsay Garrison

Between the music, the message, and the ambience of Altria Theater, seeing Broadway in Richmond's *Wicked* with my child was such a happy memory maker. I just don't know "witch" was more special when we saw the production:: our big night in the city or jammin' to the Broadway show's *pop-you-lar* music on the way back to suburbia.



Photo by Joan Marcus

Eloise (eights), my own little musical munchkin, absolutely lit up during the act one closing number, "Defying Gravity." I loved seeing my daughter connect with the lyrics about living without limits, and how mesmerized she was by the show's effects. ("How is she flying?!?")

The highlight for me was Galinda joining Elphaba on the dance floor. Although Elphaba's moves were *unique*, Galinda meets her where she is and the two forge a bond. This display of empathy, inclusivity, and kindness really resonated, as these are the traits we value in our family. I love sharing experiences with my children that we can draw on later, especially during those teachable moments,

PRIOR TO THE SHOW

The show is recommended for ages eight and up and children under two are not permitted. You know your child best, but consider the show's run-time (about two hours and forty five minutes including intermission) and read reviews, like the one at RFMonline.com and in the newest issue of RFM for background information and to ensure this show is a good fit for your family. As much as I love my own little, wiggly preschooler (he's five), we decided this show wasn't suitable for him. (Don't feel too badly for him. He went out for ice cream with Daddy while Eloise and I were at the show.) Listening to music from *Wicked* beforehand made our experience even more exciting and meaningful.

I prepped my sensitive girl for the monkeys, dragon, and wizardly special effects ahead of time. According to my little theater-goer, though, the monkeys are just weird and not scary. "You shouldn't miss the show because of that – you won't be scared," she says.

A fun game plan is to dine at a restaurant near Altria Theater, like 821 Cafe or Crazy Thai, and walk from there to the theater.

INFO

The closest parking garage is 801 W. Main St. ($10 cash only). Concesssions are available – card only.
Booster seats are available upon request.
Souvenirs are sold at the far side of the theater.
The show is 2.5 hours with a 15 minute intermission.
The theater is cold even on the hottest days, so bring a light jacket.
Family restroom is on your left as you exit the main doors of the theater.



TRADITIONAL MEDIA

In Town Radio Coverage



WRVA Drive With John Reid- Interview with Glinda who plays Glinda aired 2nd September, 2022

MIX 98.1 Richmond

Mix 98.1 - Interview with Jennafer Newberry who plays Glinda aired September, 2022

THE JEFF KATZ SHOW

WRVA Afternoon drive with Jeff Katz - Interview with Jennafer Newberry- Glinda aired 8th September, 2022



TRADITIONAL MEDIA

In Town TV Coverage

'Wicked' playing at Altria Theater until Sept. 11

Updated: Sep. 2, 2022 at 4:53 AM GMT+8



NBC 12 - Interview with John Bolton

(Wizard of Oz) aired September 2, 2022

12 On Your Side

https://www.nbc12.com/video/2022/09/01/wicked-playing-altria-theater-until-sept/

TRADITIONAL MEDIA

WRIC ABC 8 - Interview with John Bolton

(Wizard of Oz) aired September 2, 2022



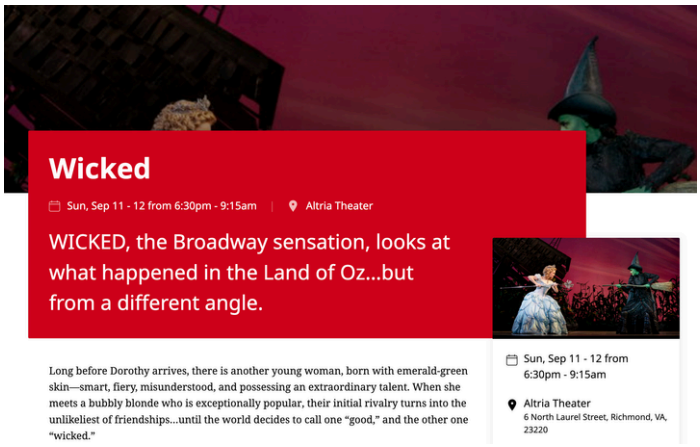
https://www.wric.com/community/wicked-performer-john-bolton-speaks-about-the-shows-return-to-altria-theater-in-richmond/



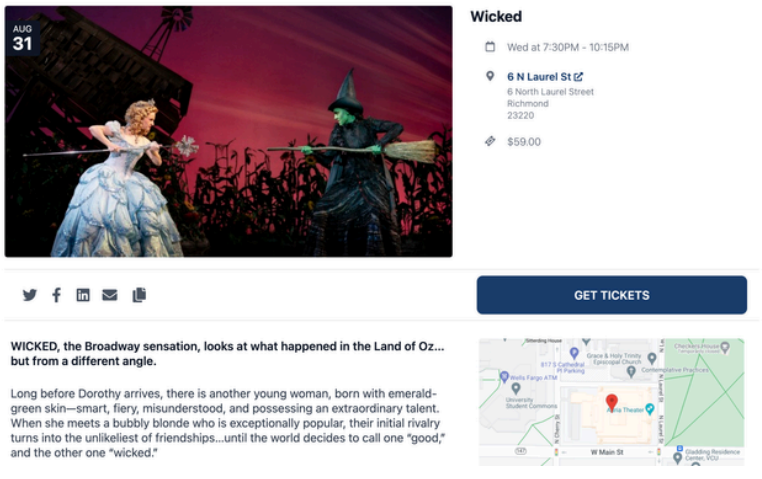
Richmond Times Dispatch



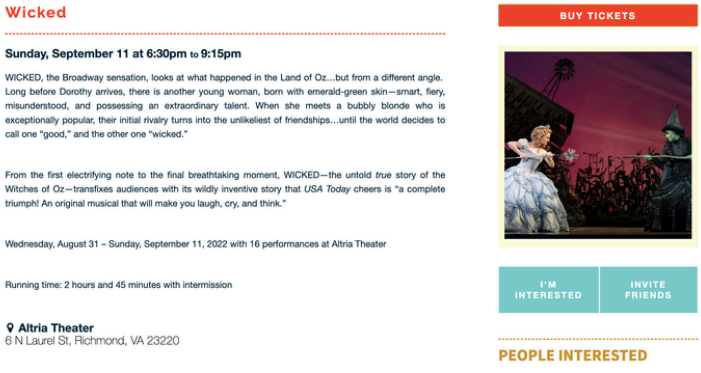
Culture Works



Hulu Frog



Scene Think



Examples of Event Calendars




Altria Theater
AUG 31–
SEP 11
BroadwayinRichmond.com
WICKED


Altria Theater
Altria Theater