

**The Royal Borough of Greenwich magically transforms into ‘**GREENWITCH**’ to celebrate the release of *Wicked*, Universal Pictures’ new cinematic event**

**Universal Pictures’ *Wicked* arrives in UK cinemas November 22, 2024**

Attention all Ozians! The Royal Borough of Greenwich has had a *Wicked* makeover, becoming ‘GreenWitch’ for two weeks only to celebrate the 22 November release of Universal Pictures’ spectacular new cinematic event, based on the generation-defining stage musical about the witches of Oz.

The Mayor of Royal Greenwich Councillor Jit Ranabhat, unveiled a plaque on Tuesday 12 November to launch the enchanting new name for the borough.

From now until 24 November, residents, fans and visitors to the newly named GreenWitch can collect a free map from GreenWitch Tourist Information Centre or download one at [VisitGreenWitch](#) and embark on a spell-binding walking trail, spotting magical new road signs along the way.

The trail begins at the Tourist Information Centre and on to the entrance to Greenwich Foot Tunnel to view a special plaque. Next travel along GreenWitch High Road and past the perfectly named Green Café and GreenWitch Picturehouse cinema, and onto the dazzling roof installation and archways at GreenWitch Market. After this, you can continue past the installations at the Students Union to see the final Ozian signs at the top of King William Walk.

**Councillor Jit Ranabhat, Mayor of Royal Greenwich, said:** “Move over Emerald City, welcome to the Royal Borough of GreenWitch! We’re thrilled to partner with Universal Pictures on this exciting, free experience for residents and visitors to enjoy.

“As the home of *Wicked* for the next two weeks, ‘GreenWitch’ will be even more ‘popular’ than ever and we can’t wait to welcome new visitors to our corner of the capital, boosting local businesses and supporting our ambitious Culture Strategy vision to be a place where creativity flourishes.

“And to top it all off, income generated by this magical partnership will fund our hugely popular free, festive light trail, Sparkle in the Park for 2024.”

The Universal Pictures *Wicked* makeover in ‘GreenWitch’ has been made possible by a bewitching partnership between the University of Greenwich and Greenwich Student’s Union, the Royal Borough of Greenwich, Visit Greenwich, Greenwich Market, Greenwich Picturehouse and the Green Café.

**Barrie Kelly, Chief Executive, Visit Greenwich, said:** “Greenwich is internationally known for being located on the Prime Meridian, 0° Longitude. It is where east meets west and the *Wicked* movie has a similar theme. GreenWitch is a fun play with our Greenwich name, and we’re thrilled to be working with Universal Pictures to be part of the publicity for *Wicked*. As one of the UK’s most popular film locations, Greenwich welcomes millions of visitors every year who are ‘setjetting’ to visit their favourite places seen in films, TV and related events.”

**Professor Jane Harrington, Vice-Chancellor and CEO of the University of Greenwich, said:** “I am delighted to announce that the university is rebranding to the University of GreenWitch for the next two weeks to celebrate all things *Wicked* and the magic of higher education.”

*Wicked* is released in UK cinemas on 22 November 2024.



## Notes to Editors

*Wicked*, the untold story of the witches of Oz, stars Cynthia Erivo (*Harriet*, Broadway's *The Color Purple*) as Elphaba, a young woman misunderstood because of her unusual green skin who has yet to discover her true power, and Grammy-winning, multi-platinum recording artist and global superstar Ariana Grande as Glinda, a popular young woman gilded by privilege and ambition who has yet to discover her true heart.

The two meet as students at Shiz University in the fantastical land of Oz and forge an unlikely but profound friendship. Following an encounter with The Wonderful Wizard of Oz, their friendship reaches a crossroads and their lives take very different paths. Their extraordinary adventures in Oz will ultimately see them fulfil their destinies as Glinda the Good and the Wicked Witch of the West.

The film also stars Oscar® winner Michelle Yeoh as Shiz University's regal headmistress and Dean of Sorcery Madame Morrible; Olivier Award winner and Emmy nominee Jonathan Bailey (*Bridgerton*, *Fellow Travelers*) as Fiyero, a roguish and carefree prince; Tony nominee Ethan Slater (Broadway's *Spongebob Squarepants*, *Fosse/Verdon*) as Boq, an altruistic Munchkin student; Marissa Bode in her feature-film debut as Nessarose, Elphaba's favoured sister; and pop culture icon Jeff Goldblum as The Wonderful Wizard of Oz.

The cast of characters includes Pfannee and ShenShen, two conniving compatriots of Glinda played by Emmy nominee Bowen Yang (*Saturday Night Live*) and Bronwyn James (*Harlots*); a new character created for the film, Miss Coddle, played by Tony nominee Keala Settle (*The Greatest Showman*) and four-time Emmy winner Peter Dinklage (*Game of Thrones*) as the voice of Dr. Dillamond.

Directed by acclaimed filmmaker Jon M. Chu (*Crazy Rich Asians*, *In the Heights*), *Wicked* is the first chapter of a two-part immersive, cultural celebration. *Wicked Part Two* is scheduled to arrive in cinemas November 2025.

*Wicked* is produced by Marc Platt p.g.a. (*La La Land*, *The Little Mermaid*), whose films, television shows and stage productions have earned a combined 46 Oscar® nominations, 58 Emmy nominations and 36 Tony nominations, and by multiple Tony winner David Stone (*Kimberly Akimbo*, *Next to Normal*), with whom Platt produced the blockbuster *Wicked* stage musical. The executive producers are Stephen Schwartz, David Nicksay, Jared LeBoff, Winnie Holzman and Dana Fox.

*Wicked* is based on the musical stage play with music and lyrics by legendary Grammy and Oscar® winning composer and lyricist Stephen Schwartz and book by Winnie Holzman, from the bestselling novel by Gregory Maguire. The screenplay is by Winnie Holzman and Winnie Holzman & Dana Fox. The film score is by John Powell & Stephen Schwartz, with music and lyrics by Stephen Schwartz.

The Broadway stage musical is produced by Marc Platt, Universal Pictures, the Araca Group, Jon B. Platt and David Stone.

### **#WickedMovie**

**Starring:** Cynthia Erivo, Ariana Grande, Jonathan Bailey, Ethan Slater, Bowen Yang, Marissa Bode, Peter Dinklage as the voice of Dr. Dillamond, with Michelle Yeoh and Jeff Goldblum,

**Directed by:** Jon M. Chu

**Screenplay by:** Winnie Holzman and Winnie Holzman & Dana Fox, based on the musical stage play with music and lyrics by Stephen Schwartz and book by Winnie Holzman, from the novel by Gregory Maguire