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In *Wonderland's* wake: Great news and great reviews

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Tampa, Fla. — *Wonderland: Alice's New Musical Adventure* may have left stages in Tampa and Houston, but the original musical leaves behind many successes, both on stage and off.

"It has been an artistic and commercial triumph," said Judy Lisi, president and CEO of the David A. Straz, Jr. Center for the Performing Arts, formerly TBPAC, which produced the show. "It's been a thrilling process. We've been privileged to work on *Wonderland* as it has developed from a concept to a script to a show to a world premiere in Tampa and a successful run in Houston."

Wonderland is the first production of the Straz Center's Broadway Genesis Project, an initiative to encourage new work that might tour or go to Broadway. It's the first time the Straz Center has produced a show of this size and importance. *Wonderland* played in Tampa Nov. 24, 2009—Jan 3, 2010, and in Houston Jan. 15—Feb. 14, 2010.

Some *Wonderland* facts, figures and highlights:

- Brought in an estimated \$2.5 million in revenue between Tampa and Houston performances
- Sold 92 percent of available seats during the Tampa run
- Averaged \$100,000 in sales each of its last five weeks in Tampa
- Attracted 31,000 patrons for 43 performances in Tampa
- Drew more than 6,000 out-of-area attendees from 40 states during Tampa run
- 90 percent of Tampa attendees responded with "love/really like" in an online survey
- Drew 20 percent repeat business in Tampa
- Averaged 90 percent of capacity during Houston run
- Drew best advance and is the best-selling show in Alley Theatre history
- *Wonderland* recording deal with Sony Classics/BMG
- Concept recording named one of "Nine CDs for the New Year" by *TheaterMania*
- Sold \$60,000 in merchandise in Tampa

The reviews are in and they're raves:

- "A milestone ... a triumph. The show is a visual feast." — *St. Petersburg Times*
- "Inspired, dazzling ... spectacular" — *Creative Loafing* (★★★★)
- "Dazzling musical numbers that get audience members of all ages out of their seats and cheering" — *Miami Herald*
- "Musical 'Wonderland' excites, delights" — *The Tampa Tribune*
- "...pleasures from an engaging cast, top Broadway designers and a catchy score that returns Wildhorn to his pop music roots" — *Variety*
- "Wildly Entertaining, Visually Stunning and Destined To Become Huge Hit" — *chron.com* (*Houston Chronicle*)

For more information, including interviews with the cast and creative team plus music and video clips, go to www.wonderlandthemusical.org.

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