

WICKED

FOR GOOD

IN THEATERS NOVEMBER 21

JOIN THE 'GREEN FOR GOOD' CHALLENGE

Like Elphaba, our actions can make a difference. Join us in celebrating the magic of being "Green for Good" by gathering your friends and taking an action – big or small – to turn our world a little greener.

Let's show the world that together we are unstoppable.

HERE'S HOW IT WORKS

1. Choose a "Good" Activity

Take part in a safe and fun "Green for Good" activity that helps support the environment and connect with nature, like joining a beach clean-up or a tree planting day, starting a pollinator garden, or even taking a nature walk.

Feeling creative?

Share your vision of a greener future through art. Snap a photo, paint, write, or make a video. Whatever inspires you will inspire others.

2. Make a "Good" Plan

Pick a time and a place, gather any supplies you'll need (e.g., gloves, bags, reusable water bottles, native seeds), and review local guidelines and permits, if required.

3. Invite your friends to do "Good"

Reach out to your friends and family to join in! Invite them using the email template, DM, or social copy below.

4. Share Your "Good" Work

Post how you're showing up for the environment on social media using #GreenForGood plus your city (e.g. #GreenForGood #LosAngeles). Tag @wickedmovie and encourage a friend to take the challenge and keep it growing! For every #GreenForGood hashtag, we will plant a native tree to protect wildlife habitats.

For each public use of #GreenForGood that includes your city and tags @wickedmovie on Instagram, X, and TikTok between October 27, 2025 and January 15, 2026, NBCUniversal will donate the cost of planting one tree (up to 2,000 trees) through Re:wild. NBCUniversal and Re:wild may feature your submission on their social channels. This campaign is not a sweepstakes or giveaway. No purchase necessary.

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RULES & GUIDELINES

- Posts must be made between now and January 15, 2026
- Posts must include #GreenForGood and be public.
- Multiple posts are allowed.
- If minors appear in visuals (i.e., videos or images), parent or guardian consent must be confirmed before posting.
- By participating, you agree that your post may be featured on the Wicked: For Good social channels.

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EMAIL TEMPLATE

Subject: Join Me for a 'Green for Good' Event!

Hi [Name],
I'm hosting a Wicked: For Good-themed 'Green for Good' event on [DATE/TIME] at [LOCATION]. We'll [ACTIVITY]. It's a simple, fun way to connect with nature and help the planet. Can you join?
-[YOU]

SOCIAL COPY

We're hosting a Green for Good [ACTIVITY] on [DAY] at [TIME]. Meet us at [LOCATION] and bring a friend!
#GreenForGood @wickedmovie

DOWNLOAD ASSETS

