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***CHICKA CHICKA BOOM BOOM COMES TO LIFE ON THE NEW
VICTORY STAGE THIS FEBRUARY***



Chicka Chicka Boom Boom: The Musical to run at the New Victory from February 14-22, 2026
Tickets start at \$25

January 27, 2026– The New Victory Theater will present [*Chicka Chicka Boom Boom: The Musical*](#) this February. A lively theatrical adaptation of the beloved alphabet book, *Chicka Chicka Boom Boom: The Musical* invites audience members to sing and dance along as the letters come to life and play out moments from the original story. With over 30 million copies in print, “Chicka Chicka Boom Boom” is the #1 best-selling title from Simon & Schuster Publishing. Recommended for ages 3+, the production will run from February 14-22, 2026.

From the adventuresome A, B and C to the lonely balladeer Z, little letters take on big personalities, puppeteered up the coconut tree to a mixtape of musical styles. And look who’s coming! LMNOP—an inseparable boy band with a chart-topping bop! *Chicka Chicka Boom Boom: The Musical* animates a variety of theatrical elements to bring the alphabet to life, including physical props, puppets and costumes. The show is 60 minutes long with no intermission.

Chicka Chicka Boom Boom: The Musical is written and directed by Nina Meehan, features music and lyrics by Austin Zumbro, and is co-produced by Seattle Children’s Theatre and Third Wish Productions. The musical is adapted from the beloved children’s alphabet book “Chicka Chicka Boom Boom” written by Bill Martin Jr. and John Archambault and illustrated by Lois Ehlert. This marks the third Seattle Children’s Theatre production at the New Victory following *Robin Hood* in 2015 and *The Green Sheep* in 2008.

“*Chicka Chicka Boom Boom: The Musical* will bring all of the whimsy from the original story to the New Victory stage,” said **New 42 Artistic Director Mary Rose Lloyd**. “We are delighted to invite kids and all audience members to enjoy this highly interactive and energetic adaptation of every child’s favorite alphabet book.”

Ben Holtzman, Sammy Lopez, and Fiona Howe Rudin of Third Wish Productions share: “Celebrating the power of literacy through this production at The New Victory is a dream come true. It’s a place that holds such deep meaning for us, making this moment especially joyful for Third Wish Productions. We’re honored to make our New Victory debut and thrilled to welcome New Yorkers to experience another Seattle Children’s Theatre production.”

Photos for *Chicka Chicka Boom Boom: The Musical* can be downloaded [HERE](#).

Photo credit Truman Buffett

The show on stage is just one part of the visitor experience! For 45 minutes before and 20 minutes after every show, the lobby of the New Victory Theater features free do-together activities in which families can try new performance skills or explore the show’s themes. Whether they are wild, wallflowers or somewhere in between, New Victory will guide children through fun family engagement inspired by the show.

Tickets start at \$25 and are available at the New Victory Box Office (209 W 42nd Street) leading up to the performance and starting two hours before curtain time on performance days. For box office hours, please visit NewVictory.org/BoxOffice. Tickets can also be purchased online at NewVictory.org and via phone by calling 646.223.3010.

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About New Victory Theater

The New Victory opens new worlds to young people and families through extraordinary performances, education and engagement programs. Bringing kids to the arts and the arts to kids since 1995, this nonprofit theater has become a standard-bearer of quality performing arts for young audiences in the United States. Reflecting and serving the multicultural city it calls home, The New Victory is committed to arts access for all communities of New York to experience and engage with the exemplary international shows on its stages. A global leader in arts education,

youth development and audience engagement, the New Victory Theater has been honored by the President's Committee on the Arts and the Humanities with the National Arts and Humanities Youth Program Award, by Americans for the Arts with a national Arts Education Award, and by the Drama Desk for "providing enchanting, sophisticated children's theater that appeals to the child in all of us, and for nurturing a love of theater in young people."

About New 42

New 42 was founded to breathe new life into 42nd Street and its historic theaters, transforming the block into a vibrant and youthful theater district. Today and every day, we continue to spark awe and wonder, opening new worlds to young audiences through New Victory Theater, incubating new works at New 42 Studios, and paving new pathways to creative careers through our artist and mentorship programs. Under the leadership of President & CEO Russell Granet and Board Chairman Henry Tisch, New 42's mission is to make extraordinary performing arts a vital part of everyone's life from the earliest years onward. Driven for 35 years by the belief that the performing arts have the power to connect and change us all, we continue to expand what's possible for artists, audiences, and the future of the performing arts. New 42 is the recipient of a 2025 Tony Honor for Excellence in the Theatre.