



## **MADAME TUSSAUDS GIVES GUESTS THEIR VALENTINE'S WISH ...**

### **A-LIST ACTION MAN BRUCE WILLIS**

Last year we asked guests which heart-throb leading man they would most like to set their pulses racing in the attraction this Valentine's Day. Fast forward to 14<sup>th</sup> February 2011 and we have made their wishes come true with a brand new wax figure of the man who topped the hot list – veteran A-list action star Bruce Willis.

“We continually poll our guests for their views on who they want to see in the attraction,” explains PR manager, Liz Edwards. “Last year we introduced a number of sexy ladies – Helen Mirren, Cheryl Cole and Lady Gaga – and we knew we wanted to redress the balance a bit this year. So, we asked the public which heat-throb actor, guilty pleasures included, they would like to see here this Valentine's Day and Bruce Willis was the people's choice!”

Willis beat off competition from younger rivals including Jake Gyllenhaal and Jude Law. The pecking order of the list of ten was:

- 1) Bruce Willis
- 2) Colin Firth
- 3) Jake Gyllenhaal
- 4) Ryan Reynolds
- 5) Jude Law
- 6) Owen Wilson
- 7) Matt Damon
- 8) Denzil Washington
- 9) Ben Stiller
- 10) David Hasselhoff

So if you fancy letting yourself loose with Bruce, we suggest you make your way to Madame Tussauds for some action at London's top attraction!

(\* Guests were asked to select from a list of ten a leading man NOT currently featured in Madame Tussauds London).

-ends-

For further information or for high-res images contact Gerry Cottle or Amy Williams at freerange communications on 0207 402 9966 [gerry@freerange.eu](mailto:gerry@freerange.eu) [amy@freerange.eu](mailto:amy@freerange.eu)

**Notes to Editors:**

- Prices to Madame Tussauds are from £14.40 for adults and children (4-15 inclusive) when you pre-book at [www.madametussauds.com/london](http://www.madametussauds.com/london). Priority access tickets can also be booked on 0871 894 3000.
- Madame Tussauds Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- Madame Tussauds has attractions in London, Hollywood, New York, Las Vegas, Washington D.C., Amsterdam, Berlin, Hong Kong and Shanghai with interactive figures and experiences built around fame and celebrity. In London, guests can get up close and personal with incredibly lifelike replicas of 21<sup>st</sup> century stars like Kate Moss, Johnny Depp and Amy Winehouse, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London history.
- **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 59 attractions and six hotels/ 2 holiday villages in 13 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 35 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures and Zoo, Underwater Adventures, Heide Park and Earth Explorer.