



DAME HELEN MIRREN AWARDED LATEST ACCOLADE – A PLACE AT MADAME TUSSAUDS LONDON

12th January 2010 – Madame Tussauds London announced today that it is creating a wax figure of one of Britain’s most celebrated and best loved actresses, Dame Helen Mirren. The figure will debut at the world famous attraction in April.

Her inclusion will be yet another accolade for the ever youthful Dame, who has won numerous awards in a career spanning five decades, including four Baftas, four Emmys and a Best Actress Oscar in 2007 for *The Queen*.

Mirren is one of the most prolific and versatile performers in the world with a diverse body of work. Her performance as Tolstoy’s wife Sofya in the forthcoming film *The Last Station*, has earned her a Best Actress nomination for both the Golden Globe and Screen Actors Guild (SAG) Awards taking place later this month. With other titles including *The Debt* and *The Tempest* due for release over the coming months, she is set to continue to enthral audiences in 2010.

The actress will look her sophisticated best in a floor length black dress by Asprey which she donated to the attraction. The gown was originally worn at the ITV3 Crime Thriller Awards and is teamed with black six inch heels. She has already given a sitting for the Madame Tussauds studios team, where over 300 measurements and a catalogue of reference shots were taken; the figure will take four months to create and will cost £150,000.

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Notes to Editors:

- Prices to Madame Tussauds are from £12.50 for adults and children (4-15 inclusive) when you pre-book at 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 21st 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.

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