



BIEBER FEVER SET TO RAISE TEMPERATURES AT MADAME TUSSAUDS LONDON THIS MARCH

22nd February 2011 – A new wax figure of teen sensation, award winning singer and social media king, Justin Bieber, will be unveiled at Madame Tussauds London this March.

The twice Grammy nominated, Brit and multi MTV Europe Music award winner and Twitter's most influential celebrity of 2010, is the latest star to be honoured with a wax figure at the world famous London attraction.

“Justin Bieber is truly a worldwide sensation,” commented Liz Edwards, PR Manager at the attraction. “We have been absolutely inundated with requests from young fans from around the world to see him at Madame Tussauds. We’re sure his fans will be just as delighted as we are that Justin will be joining the A-list here in March”.

Justin gave sculptors a sitting late last year in New York where hundreds of precise measurements were taken, the figure then took four months to complete at a cost of £150,000. Justin's figure will also be unveiled at Madame Tussauds Amsterdam and New York on the same day.

The 16 year old star's figure will be “headlining” in the interactive music zone where guests can step on stage with a host of major music stars from Lady Gaga to Amy Winehouse, Jimi Hendrix to Michael Jackson.

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For further information or for high-res images contact Gerry Cottle or Amy Williams at freerange communications on 0207 402 9966 / amy@freerange.eu

Notes to Editors:

- Prices to Madame Tussauds are from £14.40 discounts and fast track entry with online 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 Dame Helen Mirren, Cheryl Cole and Russell Brand, 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.
- The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's number one, and the world's second largest visitor attraction operator, Merlin has 64 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 40 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 15,000 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world's No 1 aquarium brand, Madame Tussauds, LEGOLAND, EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures, Heide Park, and Earth Explorer.