



MADAME TUSSAUDS LONDON – IT’S ALIVE!

**ALL singing... dancing... talking... screaming... kissing... breathing... jumping...
dreaming... dazzling... reliving... inspiring... transporting...**

- **A-List Party** - the superstar party where **you** become part of the action
- **World Stage** – meet the movers ‘n’ shakers that have helped shape the world today
- **Chamber Live!** – the Chamber Of Horrors with a new ‘n’ improved live action fear injection - deranged serial killers are out of their cells and out to get you...
- **High Noon Saloon** – howdy partners! Saddle up for a star-studded Wild West encounter
- **Premiere Night** – where the legends of Bollywood and Hollywood rub shoulders
- **Spirit Of London** – take a taxi ride through 400 years of amazing London history
- **Warhol’s Women** – art icon Andy Warhol and his fabulous celebrity muses
- **Stardome** – an out of this world experience from the Oscar-winning Aardman Animations

Madame Tussauds London’s visitors are sent on a unique, emotionally-charged journey through the realms of the powerful and famous. The museum-style ropes and poles have gone, allowing guests to truly get up, close and personal with A-list celebrities, sporting legends, political heavyweights and historical icons, reliving the times, events and moments that made the world talk about them....

A-LIST PARTY – PARTY WITH THE STARS!

Blush is a thoroughly glamorous and interactive experience, whisking guests straight into the hottest party in town. There’s a host of major stars to catch up with – whisper in J-Lo’s ear to make her blush, ‘work’ the cameras alongside supermodel Kate Moss and ‘schmooze’ with Leonardo DiCaprio, all under the eye of Nicole Kidman, Brad Pitt, Angelina Jolie, Daniel Radcliffe and tummy-rumbling ‘Naked Chef’ Jamie Oliver. There’s also the world’s first ever jellybean cocktail bar – mix the beans of your dreams, everything from Lemon Drop and Liquorice to buttered popcorn and juicy blueberry.

BIG BROTHER IS COMING TO GET YOU!

Do you have what it takes for reality TV? Find out by entering Madame Tussauds’ faithful and fully up-to-date replica of the Big Brother Diary Room. Grab that live, once in a lifetime chance to converse with Big Brother, all while sitting on the iconic neon chair. Oh, and don’t forget to say ‘hi’ to host Davina McCall on the way out – she’s coming to get you!

HIGH NOON SALOON!

With the sights, sounds and smells of a swing-door saloon straight out of cinema's Wild, Wild West, Madame Tussauds' very own cowboy den is ready for adventurous guests.

Heavyweight actors Will Smith, John Wayne and James Dean, well known for saddling up in front of the movie cameras, are propped at the bar awaiting sharp-shooting cameras. Be fast on the flash, and quick on the draw – you don't want to miss your moment!

LIGHTS, CAMERA, ACTION!

Savour a glittering mix of Hollywood and Bollywood legends in 'Premiere Night' – Western icons like Marilyn Monroe, James Dean, Oprah Winfrey and Arnold Schwarzenegger shoulder to shoulder with Asian megastars such as Shah Rukh Khan, Salman Khan and Aishwarya Rai. Bigger than everyone, there's The Hulk – bright green, 15ft tall and with fingers thicker than a grown man's arm! Don't make him angry, you wouldn't like him when he's angry....

MIX IT UP ON THE WORLD STAGE

Guests can interact with some of the earth's biggest movers and shakers across a number of exciting zones, covering sport, music, culture, politics and the Royal Family. From Shakespeare to the Dali Lama visitors can meet history's most influential figureheads; stand tall alongside the kingpins of international politics to the sound of their own national anthem; brave Einstein's mind-boggling IQ test; strike a penalty with football icons Beckham and Rooney; receive a royal fanfare at a once-in-a-lifetime audience with Her Majesty The Queen; and join Timberlake, Minogue and Aguilera 'on stage'.

Madame Tussauds also takes its visitors behind the scenes with an informative new space showcasing the attraction's rich history, and the talent and tradition poured into making its figures so incredibly lifelike.

CHAMBER LIVE! BIGGER 'N' BADDER THAN EVER....

Chamber's corridors, lined with hanging dead bodies, are longer, colder and darker than ever before. Bloodthirsty serial killers, brought frighteningly to life by actors, shock and surprise at every corner; and don't expect any help from your friends – this chilling labyrinth, deep within Madame Tussauds' infamous Chamber Of Horrors, will separate you and bind you to the darkness with only your most despairing thoughts for company. Cross a barb-wired, electric-fenced prison cage to escape, every bit as difficult as it sounds....

THE SPIRIT OF LONDON AND WARHOL'S WOMEN

Madame Tussauds' much-loved time-travel taxi ride zips voyagers through the sights, sounds and smells of 400 years of London life – all from the plush leather seat of a traditional black London cab. Passing the Great Fire and Plague, the Blitz and 'Swinging Sixties,' 'The Spirit Of London' is a unique whistle-stop tour of one of the world's greatest cities.

Guests disembark at a brand new area dedicated to the 'Prince Of Pop Art' Andy Warhol and his famous female muses – think Judy Garland, Marilyn Monroe and Jackie O.

ALL NEW STARDOME SPECTACULAR

Madame Tussauds' famous domed building features an exclusive, out-of-this world film experience guaranteed to envelop the senses as it is projected around the entire ceiling. The Oscar-winning animators at Aardman, beloved British creators of *Wallace and Gromit*, have created a whole cast of alien characters for a smart, funny movie putting celebrity under the microscope and giving guests the fabulous finale to a great day out.

Prices to Madame Tussauds are from £16 for adults and £14 for children (5-15 inclusive). Pre-book queue-free tickets on 0870 400 3000 or at www.madame-tussauds.co.uk. Online savings available.

For further information please contact:

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Notes to Editor

- 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, New York, Las Vegas, Washington, Amsterdam, 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 Kylie Minogue, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers, take a time-travelling taxi ride through 400 years of amazing London history, and soak up the iconic Stardome, featuring out-of-this world 360-degree animation by Oscar-winning movie-makers Aardman.
- 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 No 2 visitor attraction operator, Merlin aims to deliver memorable and rewarding experiences to its 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13000 employees.

Bigger than Universal and second only to Disney, Merlin Entertainments brings together LEGOLAND, Madame Tussauds, The London Eye, SEA LIFE, Gardaland, Dungeons – as well as national brands such as Alton Towers, Thorpe Park, Warwick Castle, Heide Park and Chessington World of Adventures. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.