

FROM: Madame Tussauds New York
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Request for Coverage

**CINEMA 4D – NEW YORK’S FIRST AND ONLY 4D THEATER – OPENS ITS DOORS
TO MORE THAN 50 CHILDREN, AGES 10 – 12, AT MADAME TUSSAUDS**

Children don 4D glasses to experience Cinema 4D’s critically-acclaimed film, “Planet Earth: Shallow Seas,” and also check out two new Tussauds exhibits, “Behind the Scenes” and “The Madame Tussauds Story,” which will open concurrently with Cinema 4D

More than 50 children (ages 10 to 12) will be the first to experience *Cinema 4D* – New York’s first and only 4D Theater – which will open at Madame Tussauds and showcase the critically acclaimed experiential film, “Planet Earth: Shallow Seas,” on **Tuesday, July 1 at 11 a.m. at Madame Tussauds New York, 234 West 42nd St. (b/w 7th & 8th Aves.), Manhattan.** The children will be available for interview prior to and following the opening of the theater.

Cinema 4D, will feature “Planet Earth: Shallow Seas,” which enables theatergoers to see, hear, feel and smell life beneath the sea, explore some of the world’s richest coral reefs and shallow coastal waters and meet some of the sea’s most incredible creatures – from pygmy seahorses to a mother humpback whale and her calf. *Cinema 4D* is equipped with a one-of-a-kind lighting system that is stealth-mounted beneath the seats and provides guests with an unrivaled special effects experience that completely immerses and captivates their peripheral vision. Other special effects include seat vibration, neck and face air jets, leg ticklers, water mist, snow, scents, wind, fog, smoke and bubbles. The theater features stadium style seating and can hold up to 150 guests.

In addition to the opening of *Cinema 4D*, Madame Tussauds will also unveil **two new interactive exhibits.** “Behind the Scenes” will give visitors an opportunity to learn some of the trade secrets used in the creation of Tussauds’ wax figures (a more than 200 year-old process) – for example, did you know that Tussauds studio artists use real human hair on the figures and that those hairs are inserted one by one? “The Madame Tussauds Story” exhibit will focus on the rich history of Madame Tussauds.

Cinema 4D and the new exhibits are permanent additions to the attraction.

DATE: Tuesday, July 1

TIME: 11 a.m. – *Cinema 4D* opens with first group of more than 50 children

NOTE: Media unable to attend this first 11 a.m. showing are welcome to come throughout the day to capture other shows.

WHERE: Madame Tussauds New York
234 West 42nd Street (b/w 7th & 8th Aves.)

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