



CHERYL COLE JOINS THE A LIST AT MADAME TUSSAUDS LONDON

20th October 2010 – Cheryl Cole joins the ranks of the A List at Madame Tussauds London. Cheryl visited the world famous attraction to unveil her double, delighting guests who saw her come face to face with herself.

Cheryl was taken-a-back by the experience which she described as “amazing and mindblowing”. “I can’t explain how strange it is! It will take a little while to take in!”. Astounded by the likeness she put the accurateness down to the fantastic craft of the Madame Tussauds team. When asked who she would like her figure to stand alongside she made it clear who she did **not** want to hang out with declaring “keep me away from Simon!”

And the first fans to see the figure also gave it a resounding thumbs up. Matt Green from London said “I love Cheryl and seeing her here today was a dream come true. And now I can get right up close to her too! I think this figure is amazing; it’s just like her right down to her cheeky grin”

The figure reflects Cheryl’s glamorous style wearing a specially created scarlet floor length Jean-Paul Gaultier dress teamed with killer heels. Her trademark flowing locks cascade over her shoulders as she stands in a sassy and confident pose, hands on hips.

The £150,000 wax figure will join a host of international celebrities in the A List Party area of the attraction including the recent addition of Russell Brand and Dame Helen Mirren.

“As the reaction of the public here today confirms Cheryl is one of Britain’s hottest celebrities and we’re delighted to welcome her to Madame Tussauds London”, said Liz Edwards, spokeswomen for Madame Tussauds. “We’ve been inundated with requests to feature her figure in the attraction and we expect it to quickly become one of the most popular here. Like the real Ms Cole, the figure is a knock out and will fit in perfectly with the glamorous line up of stars in our A-List party area”.

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Notes to Editors:

- Prices to Madame Tussauds are from £14.00 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.