



## **DAME HELEN DOUBLE TAKE**

### **HELEN MIRREN MEETS HELEN MIRREN AT MADAME TUSSAUDS LONDON**

**11th May 2010** – Today saw one of Britain’s most celebrated and best loved actresses, Dame Helen Mirren, come face to face with a brand new wax figure of herself at Madame Tussauds London. The figure is yet another accolade for the ever youthful Dame, who has won numerous awards in a career spanning five decades.

On meeting her figure for the first time Dame Helen commented: “It’s like becoming a Dame really; a great honour.” Accompanied by her husband, the film director, Taylor Hackford, both were struck by the incredible likeness. Commenting on her more silent double she added, “My husband wants to marry her; I’m much more argumentative than she is.”

Dame Helen’s wax figure resides in the world famous attraction’s A-List Party area. Her figure has a sophisticated look, dressed in a floor length black dress by Asprey, which she kindly donated. The gown was originally worn at the ITV3 Crime Thriller Awards and is teamed with black six inch heels.

Liz Edwards, PR Manager at Madame Tussauds commented: “We are delighted to welcome such an iconic Briton into the attraction. Dame Helen, has had a phenomenal career and has frequently topped the visitor surveys we run to find out who the public want to see at Madame Tussauds.” She continued: “We are sure her wax double will feel right at home alongside a cast of fellow acting A-listers. We are absolutely thrilled she came along this morning to meet her figure and hope we get a similarly positive response from guests!”

Dame Helen's figure took four months to create at a cost of £150,000. After this morning's launch Mirren Hackford are travelling to Cannes to promote their new film *Love Ranch*, which tells the true story of the married couple who opened the first legal brothel in Nevada.

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**For further information please contact Jenny Orton or Seb Thompson at freerange communications on 0207 402 9966 or [jenny@freerange.eu](mailto:jenny@freerange.eu)**

**Notes to Editors:**

- Prices to Madame Tussauds are from £12.77 for adults and children (4-15 inclusive) when you pre-book at [www.madametussauds.com/london](http://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 21<sup>st</sup> 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 six years. Europe's No 1, and the world's second largest visitor attraction operator, Merlin has 60 attractions, 6 hotels and two holiday villages in 13 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 38.5 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 15,000 employees.
- Merlin Entertainments operates the following attractions – SEA LIFE – the world's biggest aquarium brand, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures, Heide Park, and Earth Explorer. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.

