



MADAME TUSSAUDS LONDON GEARS UP FOR WORLD CUP FEVER AS RONALDO SCORES A PLACE AT THE LEGENDARY ATTRACTION

4th May 2010 – Madame Tussauds London is celebrating World Cup 2010 with the inclusion of one of the game's most talented and talked about soccer stars – the one and only Cristiano Ronaldo.

Ronaldo will make his debut at the world famous attraction ahead of the competition this summer, becoming the latest international player to join a truly fantasy football line up, which already includes England's Steven Gerrard, David Beckham and Soccer legend Pele.

"The World Cup is one of the biggest events in the sporting calendar so it's fitting we're welcoming one of soccer's most exciting talents to the attraction to mark the occasion." Commented Liz Edwards, Madame Tussauds spokesperson. She continued: "2010 is definitely a football crazy year here at Madame Tussauds London. We have been overwhelmed with public requests to feature Cristiano Ronaldo and he will join the attraction hot on the heels of fellow international star, Liverpool's Steven Gerrard, who joined the attraction in February."

Poised, ready for action, Ronaldo's figure will wear a Portugal training kit, donated by the star. The Real Madrid winger attended a sitting with Madame Tussauds sculptors at the Real Madrid training ground back in December where the team took over 300 precise measurements and a catalogue of reference photographs to work with. The figure will take four months to create and cost £150,000

As well as other footballers, Ronaldo will join sporting greats such as Lewis Hamilton, Sachin Tendulkar and Jonny Wilkinson in the attraction's interactive Sports Zone.

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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. 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.