



RUSSELL'S BRAND NEW DOUBLE TO JOIN THE A-LIST LINE-UP AT MADAME TUSSAUDS LONDON

3rd August 2010 – Madame Tussauds London announced today that it is creating a wax figure of one of Britain's most flamboyant characters - comedian, broadcaster and actor, Russell Brand. The exceptionally eloquent performer, famous for his big words will join a host of other famous faces in the A-List Party area of the world famous attraction in September.

On becoming immortalised in wax Russell said, “Now that I'm monogamous I want to live vicariously through wax Russell, I insist that he's placed next to wax Helen Mirren and I hope they melt into one sexy blob”.

The charismatic performer gave a sitting for the Madame Tussauds studios team in LA, where over 300 measurements and a catalogue of reference shots were taken. The figure will mirror Brand's own eccentric style, with big hair, skin-tight trousers, abundant silver jewellery and his trademark 'guy-liner.'

Liz Edwards, PR Manager at Madame Tussauds London said, “Russell Brand is a fabulously larger than life character who has a huge following. He has been continually named by guests as one of the celebs they most want to see in the attraction – and we are happy to oblige. His distinct look will make him a fantastically visual figure and we think guests will be queuing up to be snapped next to him.”

Brand rose to fame thanks to his quick-fire wit presenting shows such as *Big Brother's Big Mouth*, and has also achieved notoriety as a hugely popular stand-up comic. He has gone on to acting success with a number of film appearances including the romantic comedy, *Forgetting Sarah Marshall*, Box Office smash *Get him to the Greek* and forthcoming roles in *Despicable Me*, *The Tempest* and is currently filming the re-make of *Arthur* in New York.

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For further information or for high-res images contact Jenny Orton at freerange communications on 0207 402 9966 / jenny@freerange.eu

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.

