



MEET RUSSELL'S BRAND NEW DOUBLE AT MADAME TUSSAUDS LONDON

11th October 2011 – Madame Tussauds London today revealed a new wax figure of one of the entertainment worlds most charismatic and colourful characters, Russell Brand.

Styled to mirror Brand's unique look, the figure is attired in a fitted Ted Baker grey suit, open black shirt, silver jewellery and trademark guy-liner. He joins the line up of celebrities in the A-list party area of the attraction where he will be just a stone's throw away from his Arthur co-star Dame Helen Mirren.

Liz Edwards, PR Manager at Madame Tussauds commented: "We are delighted to welcome Russell to the attraction. He is a one off; a uniquely eccentric English entertainer with international box office hits under his belt and an ever expanding fan base. We know they are going to love the chance to get up close to one of the most recognisable men in show business and with his distinctive style he will undoubtedly be one of the most visually striking figures here at Madame Tussauds London".

The Get Me to The Greek star gave a sitting for the Madame Tussauds studios team in LA earlier in the year and has been closely involved in the creation of the figure, which took four months to create at a cost of £150,000. Regrettably Russell could not attend the figure reveal this morning due to illness but hopes to visit himself in the attraction in the near future.

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For further information or for high-res images contact Jenny Orton/Simon Thomas 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.