



R&B QUEEN RIHANNA TO JOIN A-LIST MUSIC LINE UP AT MADAME TUSSAUDS LONDON

31st August 2011 – R&B Queen Rihanna will step on stage at Madame Tussauds London this October when the world famous attraction reveals a brand new figure the Barbadian star.

The singer, famed for her sexy stage outfits, will be captured in the style she sported for her sensational X-Factor duet with 2010 winner Matt Cardle - complete with a fitted floor length black dress slit to the hip and bright cherry red hair-do.

“Rihanna will be the perfect new addition to the music zone stage creating a “dream team” of female artists,” commented Liz Edwards, PR Manager at the attraction. “Demand for her figure has been huge and she has frequently topped our guest polls since her sizzling appearance on X-Factor 2010. She will make a really visual figure and fit in perfectly with her fellow Divas.”

Rihanna joins an iconic cast of female performers including Beyonce, Kylie Minogue, Britney Spears, Lady Gaga and the late Amy Winehouse. The accolade tops a catalogue of international music awards and the £150,000 figure will be unveiled as her blockbuster ‘Loud’ tour hits the UK.

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Notes to Editors:

- Prices to Madame Tussauds are from £14.40 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. On the day tickets are £28.80 for adults and £24.60 for children.
- 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, Shanghai, Bangkok, Vienna, Blackpool UK, *Sydney 2012 and Florida in 2013*, 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** 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. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 74 attractions, six hotels/two holiday villages in 17 countries and across four continents. The company aims to deliver memorable and rewarding experiences to its 43.6 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 16,000 employees. Merlin Entertainments operates the following attractions - SEA LIFE, Madame Tussauds, LEGOLAND, The EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures Resort, Heide Park, Earth Explorer, Sydney Aquarium, Sydney Wildlife World, Sydney Tower Observatory and Skywalk, Kelly Tarlton's Antarctic Encounter Underwater World, Oceanworld Manly and Hamilton Island Koala Gallery. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.
- For year-round group savings and benefits, including free group leader tickets, go to Merlin Groups (www.merlingroups.com). Group sizes start at just ten people and bookings can be made online or by calling 0871 222 6944.