



PARTY TIME: “VIVA VEGAS” COMES TO MADAME TUSSAUDS

Madame Tussauds Las Vegas Turns 10 Years-Old: Ambitious Exhibit Features 27 Landmark Figures From The Pages of Vegas Entertainment History;

MAYOR OSCAR GOODMAN WAX FIGURE TO BE UNVEILED

(For Immediate Release) Las Vegas, Nevada. March 26, 2009— A city long known for its exhibitionist tendencies, Las Vegas itself--the culture, vibe and personalities that made it famous--will go on exhibit Thurs., March 26, with the launch of “VIVA VEGAS,” one of the most ambitious and interactive presentations ever by the 10 year old Madame Tussauds Las Vegas.

Among the highlights of the March 26 event will be the unveiling of a life size wax figure of Oscar Goodman, the current and legendary mayor of Las Vegas, who will be inducted into the attraction’s permanent collection. Goodman joins a small and elite corps of mayors around the world, including London, Berlin and New York, who, in Madame Tussauds’ 200 year history, have been inducted into the world famous collection.

“VIVA VEGAS,” set to be on exhibit indefinitely at Madame Tussauds Las Vegas, will feature all the swing, bling and hipness that have made “sin city” a favorite of party goers and gamblers for almost a century.

Along with Mayor Goodman, “VIVA VEGAS” will also feature 26 additional figures, representing both Las Vegas’ past and present, its spirited nature and wild abandon!

Included in the “VIVA VEGAS” extravaganza are fabulous, life size wax figures, in original wardrobe often picked by the stars themselves, of Elton John, Tom Jones, Wayne Newton, Bugsy Siegel, Frank Sinatra, Dean Martin, Sammy Davis, Jr., Liberace, Judy Garland, Siegfried and Roy, Bette Midler, and Lance Burton, among many others, all presented against a backdrop of lights, stagecraft and excitement that is uniquely Las Vegas and all interactive fun.

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About Madame Tussauds Las Vegas:

Madame Tussauds Las Vegas offers guests the unique opportunity to “interact” with incredibly life-like iconic figures from the celebrity worlds of film, TV, music, sports and politics. Only at Madame Tussauds Las Vegas can you “grab hold” of your favorite stars, with our many interactive experiences. With over 100 wax figures, Madame Tussauds Las Vegas allows you to take pictures, touch and get up close and personal in a themed setting. Madame Tussauds Las Vegas is located on the Las Vegas Strip at the Venetian Resort Hotel Casino. The attraction is open 365 days a year from 10AM. For attraction hours and pricing, please call (702) 862-7800 or visit online at .MTvegas.

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