



## **SAMANTHA CAMERON MEETS DAVID'S DOUBLE AT MADAME TUSSAUDS LONDON**

Samantha Cameron came face to face with her husband's double today as Madame Tussauds London unveiled a wax figure of the new Prime Minister in a specially created Downing Street set this morning (Thursday 1<sup>st</sup> July 2010).

Mrs Cameron gave the likeness her seal of approval and posed alongside the figure in front of the iconic door of No 10. "He looks very familiar!" Mrs Cameron commented: "They've done an amazing job, they're such talented artists, he even has a little bit of stubble - the children will be amazed when they see it!"

Mr Cameron is featured in a typically relaxed pose, wearing a dark Paul Smith suit teamed with white shirt and teal tie. The figure cost £150,000 and took four months to create; the Prime Minister was involved in its creation, sitting for sculptors at Portcullis House.

"We are pleased to welcome David Cameron as the British Prime Minister and are delighted that Samantha Cameron has been the first to meet his figure on our very own Downing Street", said Liz Edwards, spokesperson for Madame Tussauds London. "Guests will now get the opportunity to stand shoulder to shoulder with the country's elected leader at one of the world's most famous addresses and we are sure they will love it"

The new Downing Street set will be one of the key features in the attraction's World Stage area, which is already home to leading statesmen including President Barack Obama who is portrayed in a replica of The Oval Office.

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### **Notes to Editors:**

- Prices to Madame Tussauds are from £14 for adults and children (4-15 inclusive) when you pre-book at [www.madametussauds.com/london](http://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 21<sup>st</sup> 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.
- The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's number one, and the world's second largest visitor attraction operator, Merlin has 62 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 38.5 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 14,000 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world's No 1 aquarium brand, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures, Heide Park, Underwater Adventures, and Earth Explorer.