

**NEWS RELEASE**  
**18 January 2017**



### **TRUMP TOWERS OVER WORLD LEADERS AT MADAME TUSSAUDS LONDON**

*Wax figure simultaneously unveiled ahead of US Presidential Inauguration at Madame Tussauds London, Washington D.C., New York and Orlando*

**18 January 2017.** Today, Madame Tussauds London unveiled the wax figure of President Elect Donald J. Trump, just days ahead of the American's official Presidential Inauguration in Washington. The controversial Republican will now reside in Madame Tussauds London's Oval Office section – next to fellow famous politicians and global icons also immortalised in wax. The London wax figure is one of four figures created by Madame Tussauds globally; the other three figures will be launched today in Washington D.C., New York and Orlando.

Madame Tussauds London's artists have been hard at work creating the wax figure of Trump since the nation voted the American to become the 45<sup>th</sup> Commander-in-chief back in September. When the results were confirmed, a team of highly skilled sculptors, hair insertors and makeup artists set out to ensure the wax figure was completed in time for the historical event, which takes place on Friday 20<sup>th</sup> January at the US Capitol in Washington.

Now visitors to the attraction will have the privilege of seeing the American's wax likeness before he is officially unveiled to the world at the end of the week. The man who claims he wants to 'Make America Great Again' will be dressed in his recognisable Republican red silk-tie, navy power suit and Made in American flag lapel pin.

Edward Fuller, General Manager of Madame Tussauds London, said: "We're excited to finally unveil the wax figure of President Donald J. Trump in Madame Tussauds London ahead of what will be recognised as a momentous occasion in American politics and world history. Millions of people across the globe will

be tuning in to watch Mr Trump announced as the country's new leader, so we are delighted to be one step ahead of the powers that be and reveal the next best thing in the attraction.

“Since Mr Trump was announced as the victorious candidate in what was a nail-biting and hard-fought campaign for both parties, our studio team have been frantically busy matching his infamous glowing tan and trademark hairstyle in time for the start of his Presidential reign. Our guests will now find him standing imperiously in the Oval Office section within the attraction where he'll reside for the remainder of his Presidency.”

**-ENDS-**

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**Notes to editors**

**Madame Tussauds London and Merlin Entertainments plc**

- Madame Tussauds London is located next to Baker Street tube station and open seven days a week – opening times vary, check the website for details before visiting, [www.madametussauds.com/london](http://www.madametussauds.com/london)
- Madame Tussauds has attractions in London, Hollywood, Las Vegas, New York, Orlando, San Francisco, Washington D.C., Amsterdam, Berlin, Vienna, Bangkok, Beijing, Hong Kong, Tokyo, Shanghai, Singapore, Wuhan, Blackpool UK and Sydney, with experiences built around fame and celebrity. In London, guests can get up close and personal with more than 300 lifelike wax figures of today's biggest stars; take a time-travelling taxi ride through 400 years of amazing London history; enjoy the exclusive Marvel Super Heroes 4D movie experience; and come face-to-face with 18 of the biggest heroes and villains from the *Star Wars* universe in 12 scenes recreating some of the most iconic moments in film history.
- MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 111 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).
- Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, DreamWorks Tours Shrek's Adventure!, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.