

**NEWS RELEASE**  
**July 2017**



**Alien: Escape – at Madame Tussauds London this July,  
EVERYONE will hear you scream**

*Escape the deadly Xenomorph, alongside Michael Fassbender, in the latest terrifying immersive experience from Madame Tussauds*

**July 2017:** Today, Madame Tussauds London unveiled its brand new immersive **Alien: Escape** experience, set to terrify willing guests this summer. Generations have watched the iconic film franchise and now, thanks to the London attraction, brave wannabe crew members can step on board the Covenant ship and come face to face with the Xenomorph opening Saturday 15<sup>th</sup> July.

Created in partnership with FoxNext Destinations, the new experience follows the release of the critically acclaimed blockbuster film, *Alien: Covenant* and challenges guests to navigate a trail of blood, gore, chaos and danger. The mission is simple: Run. Survive. Escape.

Hollywood heavyweight Michael Fassbender's first wax figure, in character as next generation Weyland-Yutani synthetic Walter, will join courageous guests on their gruesome quest. The multi-sensory fright-fest will also take some of the most infamous and petrifying sci-fi creatures ever to hit our screens and place them in front of guests in all their heart-racing and bloodcurdling glory.

Madame Tussauds London has worked side by side with *Creatures Inc.*, the genius design team behind the *Alien: Covenant* film, in the creation of the immersive experience. The creative minds that helped celebrated director Ridley Scott to bring fear to screens across the globe this summer now bring a chillingly accurate experience to the world famous attraction, giving fans the closest imaginable *Alien* experience possible.

Creature Director at Creatures Inc., Conor O’Sullivan said: *“Authenticity and fear have been the big focus throughout this process, working with Madame Tussauds London. All the creatures that fans would expect to see from Alien have been recreated down to the finest, horrifically beautiful detail. This is a chance for fans to step aboard the colony ship and interact with the aliens in a way never seen before. It’s all action and if you have seen any of the films, this will be a must see experience.”*

Edward Fuller, General Manager at Madame Tussauds London, said: *“This will be the most terrifying and exciting attraction experience in London this summer. **Alien: Escape** is not for the faint-hearted and will test even the bravest of guests with its multi-sensory horrors. Working alongside Twentieth Century Fox and Creatures Inc. we have meticulously and faithfully created a space that brings this icon of sci-fi cinema to life. For fans of the Alien franchise this is a once in a lifetime experience.”*

Are you brave enough to enter **Alien: Escape**? Do you have the courage to journey out the other side? You will run, you will scream, but will you escape? Get a real-life taste of the famous franchise through Madame Tussauds London’s **Alien: Escape** experience...if you dare.

Alien: Escape is included in all ticket types to Madame Tussauds London; prices start from £29. For further information, please visit [alien.madametussauds.com](http://alien.madametussauds.com).

## ENDS

**#AlienEscape**

**#FaceYourFear**

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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 a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable experiences to more than 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 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.

### **About FoxNext**

FoxNext is driving immersive, next generation entertainment experiences in the areas of virtual and augmented reality, mobile, console and pc games and location-based entertainment across Twentieth Century Fox Film and Fox Network Group. The division consists of FoxNext Games, FoxNext Destinations and FoxNext VR Studio. Fox has a successful track record identifying exceptional games and publishing partners across the mobile and console/PC space, such as *Family Guy: Another Freakin' Mobile Game*, *Animation Throwdown: The Quest for Cards*, *The Simpsons Tapped Out*, *Family Guy: The Quest for Stuff*, *Ice Age Adventures*, *Sugar Smash: Book of Life* and *Alien: Isolation*. FoxNext VR Studio will oversee VR experiences, such as the already announced *ALIEN* and *PLANET OF THE APES* productions, and work to commercialize Fox's overarching VR strategy. FoxNext Destinations will oversee the company's location-based entertainment business including the development of the 20th Century Fox World theme park in Malaysia.