



**** MEDIA ALERT ****

GET UP CLOSE AND *PURR*-SONAL WITH ED SHEERAN

Madame Tussauds London reveals new Ed Sheeran figure as sold-out tour arrives in the capital

Madame Tussauds London today unveiled the attraction's long-awaited figure of the iconic British pop star, Ed Sheeran, just in time for his mammoth ÷ UK tour which hits London this week. Standing 'gig ready' with his trusty electro acoustic guitar in hand, Ed's likeness was unveiled this morning in a rather unusual location – Lady Dinah's Cat Emporium in Bethnal Green, London's famous cat café.

As Ed brings his 206-date tour to Wembley Stadium, the world-famous attraction decided to unveil the four-time Grammy winner's figure at the feline wonderland to reflect his love of cats and notoriety for impromptu, private gigs.

Edward Fuller, General Manager at Madame Tussauds London said: *"Ed Sheeran is undoubtedly one of the biggest musicians of our time and with his sold out tour about to hit Wembley this week it felt like there was no better time to launch his figure here at Madame Tussauds London, for his army of fans to enjoy – whether they have tickets to the show or not!*

And knowing what a pet lover he is, launching the figure at London's renowned café felt like something the man himself would surely approve of."

Looking like he's about to take to the stage sporting his famous tattoos, red hair and a check shirt Ed's likeness will be available for guests to see in attraction from Tuesday 19th June. The figure will stand alongside a giant interactive guitar that guests can play to bring Ed's songs to life. Joining a plethora of home-grown British musicians such as Adele and One Direction, Ed's figure is the first music addition to the famous London attraction in 2018.

Ends

Ticket prices for standard entry to Madame Tussauds London start from £24.50. To pre-book online, visit www.madametussauds.com/London

#EDcited

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To request further information please contact Laura Morris (07899 966 023) or Katharine Ware (07879 017288) at Stripe Communications, or email the team at: madametussauds@stripecommunications.com.

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
- Madame Tussauds has attractions in London, New York, Las Vegas, Washington DC, San Francisco, Amsterdam, Shanghai, Hong Kong, Tokyo, Wuhan, Beijing, Berlin, Hollywood, Bangkok, Vienna, Blackpool, Sydney, Singapore, Orlando, Chongqing, Istanbul, Nashville and Delhi 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).
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