



TAYLOR SWIFT BECOMES A LONDON GIRL...PERMANENTLY!

The record-breaking singer-songwriter fills a 'Blank Space' at Madame Tussauds London, just in time for SWIFTmas (and her 30th birthday!)

10th December 2019: Swifties, are you ready? Madame Tussauds London has today revealed **Taylor Swift's** first permanent London figure, a SWIFTmas present to her loyal fans. The Grammy Award winner's likeness will make its big entrance at the world-famous attraction this Friday, 13th December, to mark Taylor's thirtieth birthday.

Recently crowned *Artist of the Decade* at the American Music Awards, the multi-award-winning singer-songwriter is truly on top of the world as 2019 draws to a close and Madame Tussauds London is making Taylor the star of the show this Christmas. The Baker Street attraction has been decked out in kitsch festive decorations – inspired by Taylor's recent pastel-hued music videos – to create a Swiftmas wonderland. The arrival of Taylor's figure this Friday will complete the set as it takes centre stage in the attraction's music zone, alongside fellow artists like Beyoncé, Ed Sheeran, Adele and Rihanna.

Taking inspiration from Taylor's record-breaking tour credentials, the figure is posed mid-performance so that fans can experience what it would be like to join their idol on stage. Dressed head to toe in sparkles the *London Boy* singer's double wears her famous iHeartRadio Music Awards 2019 red carpet outfit, complete with Rosa Bloom sequin playsuit, Sophia Webster butterfly heels, pink dip-dyed hair and sparkly manicure.

Steve Davies, General Manager at Madame Tussauds London, said: *"Look what the Swifties made us do! Fans have been requesting a London figure of Taylor for so long and while we've had visiting figures in the past we felt now was the right time to make Taylor an honorary Londoner. We're at the close of a decade that saw Taylor leave an undeniable mark on the music industry, and she's about to celebrate turning 30 so we've made her the star of our festive season. We're wishing everyone a very merry Swiftmas."*

The Swiftmas *meets* birthday celebrations won't stop there, as Madame Tussauds London makes Friday 13th lucky for some with the kick-off of *13 Days of Swiftmas* – a daily giveaway via their social channels for all things Taylor. Keep your eyes peeled at @madametussauds for further information.

If you'd like to see the AMA Artist of the Decade up close from Friday 13th December, book tickets at:

www.madametussauds.com/London

Ends

Twitter: @MadameTussauds

Instagram: @madametussauds

Facebook: @madametussaudslondon

For press enquiries please contact the press office on 020 3889 6762 or

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Notes to editors:

Madame Tussauds London and Merlin Entertainments plc

Madame Tussauds London

MADAME TUSSAUDS - Welcoming a fabulous 10 million guests through our world-famous doors every year, Madame Tussauds gives you the chance to experience the ULTIMATE fame experience.

We have over 24 unique locations around the globe, from New York to Shanghai, Amsterdam to Sydney - and of course London, where the story began. Throughout our 250+ year history, Madame Tussauds has brought to life thousands of celebs, stars and heroes - in mind-blowingly accurate detail – giving visitors the opportunity to brush shoulders with their idols and LITERALLY reach for the stars!

Truly immerse yourself in our famous worlds and get a taste of life of the rich and famous, as in 2019, the opportunity to *become the star* continues! Through a combination of our historic artistic methods (that date back centuries, by the way!), immersive sets and pioneering modern tech - guests can experience fame and get closer to the action like never before...

At Madame Tussauds London, guests can get up close and personal with more than 250 lifelike figures of today's biggest stars; experience what it's like to be a member of the Royal Family; 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.

Welcome to the Stage.

Welcome to the Spotlight.

Welcome to Madame Tussauds - it's where stars are made!

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

About Merlin Entertainments plc

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 130 attractions, 19 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews.