

NEWS RELEASE

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INTRODUCING THERESA CLAY

Madame Tussauds London reveals first look at the early stage creation of British Prime Minister's upcoming wax figure

10 August 2017. Today, Madame Tussauds London announced the commission of a new wax figure of the recently appointed Prime Minister and Conservative party leader, Theresa May. These exclusive images show the first stages of the process of creating the wax figure, where the head is moulded in clay before the wax mould is formed.

Since the controversial election result, the highly talented team at Madame Tussauds London have been working tirelessly to create a stunning likeness of the new PM. These official clay head shots created by principal sculptor Stephen Mansfield at the world-renowned Madame Tussauds, show how they have perfectly captured the likeness of the most powerful woman in British politics.

With the finished wax figure set to be unveiled later this year, visitors to the attraction will be able to grab a strong and stable selfie with Theresa May as she takes her place in the World Leaders section of the attraction. May's likeness will be placed outside the Downing Street set and amongst other political powerhouses such as US President Donald J. Trump and German Chancellor Angela Merkel.

The process of creating a wax figure typically takes around three to four months, with a team of highly skilled sculptors spending approximately 170 hours moulding, before hair insertors and colourists add the crucial finishing touches before the official unveiling. The chosen outfit and shoe selection remains a tightly guarded secret, but the choice will be an exact replica of one of Theresa May's expansive and headline grabbing collection.

Edward Fuller, General Manager of Madame Tussauds London, said: “Following the recent General Election, we look forward to hearing the consensus of the Great British public as we reveal the first stages of Theresa May’s wax figure in creation.

“While the Prime Minister’s Brexit strategy may be unclear, we can be sure that her completed figure will bear a striking resemblance to the woman herself when it launches later this year.”

To book online, visit www.madame-tussauds.com/London.

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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
- 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).
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