



AJ PRITCHARD TAKES ON ANTHONY JOSHUA AT MADAME TUSSAUDS LONDON

The famous Baker Street attraction hosts an exclusive AJ vs AJ face off to celebrate the boxer's first-ever figure

17th February 2020: Anthony Joshua's hotly-anticipated Madame Tussauds London figure has been exclusively unveiled by AJ Pritchard of BBC's *Strictly Come Dancing*, just in time for February half term.

Coming in at a mighty 6'6", the British boxing icon's first-ever figure joins the attraction's Sport zone, amongst the likes of Usain Bolt and his own boxing hero, Muhammad Ali.

Light on his feet from the get go, the 5'6" ballroom pro, AJ, squared up to Joshua to share some dancing insight and secret moves that he can add into his training routine.

The similarities between AJ's dancing techniques and Joshua's ring moves were evident. Whether it was fancy footwork or ducking and diving, both of the AJs skills are unparalleled in their fields.

With Joshua's next eagerly-awaited fight heavily rumoured to be in the capital this June, his figure will be housed in a specially built training space in Madame Tussauds London's Sport zone. Guests can feel what it's like to prepare pre-fight with the boxing champion for another knock out win and square up to his giant stature before capturing the perfect selfie.

On coming face to face with Madame Tussauds London's largest figure to date, AJ Pritchard said *"Having watched so many of Anthony Joshua's fights with my brother Curtis, who is a massive boxing fan, we both noticed how similar some of the skills are to ballroom and Latin dancing.*

"I'm so glad I was able to help unveil Anthony Joshua's first-ever figure to the world and share the dance training tips that I would give to him. Being a fellow AJ rocks! "

Steve Davies, General Manager at Madame Tussauds London, said: *"We have been planning a figure of our homegrown hero, Anthony Joshua, for a while and his win against Andy Ruiz Jr further secured his status as a titan of British sport.*

"We've brought together the country's two most famous AJ's for the ultimate face off. On the surface boxing and dancing appear to be worlds apart, but with their fancy footwork and intense training, AJ Pritchard has shown us just how similar the two crafts really are."

Wannabe boxers can square up to Anthony Joshua in Madame Tussauds London's Sport zone from today. Book tickets at www.madametussauds.com/London

Ends

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Notes to editors:

Madame Tussauds London and Merlin Entertainments Ltd

Madame Tussauds London

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Truly immerse yourself in our famous worlds and get a taste of life of the rich and famous, as in 2020, 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 Ltd

Merlin Entertainments Ltd 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).

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