

# Madame Tussauds

LONDON

## 'BOW DOWN' AS QUEEN BEY STEALS THE CROWN AT MADAME TUSSAUDS LONDON

*Queen Elizabeth II steps aside to mark arrival of new Beyoncé figure*



**19<sup>th</sup> September 2019:** Guests at Madame Tussauds London will see a whole new Royal 'Formation' today as Beyoncé's latest figure takes the spot traditionally reserved for The Queen. Queen Elizabeth II's figure will step aside for one day only to mark the unveiling of Queen Bey's brand new figure.

2019 has been yet another stand-out year so far for the multi-award-winning artist, with the release of her show-stopping '*Homecoming*' film and album. The world-famous attraction decided the only fitting way to laud official music royalty is to position her on the most regal of all stages alongside her Royal pals, The Duke and Duchess of Sussex.

As the music industry's most formidable performer, Beyoncé's new figure stands confidently in her 'Run the World' power pose. The outfit choice pays homage to Beyoncé's history-making headline performance at Coachella 2018, styled in the superstar's iconic yellow Balmain hoody and shorts ensemble.

Steve Davies, General Manager at Madame Tussauds London, said: *“Beyoncé is a living legend, rightly crowned Queen Bey by her legions of fans and industry insiders. If anyone is fitting of a claim to The Queen’s spot in our attraction for the very first time, it’s Beyoncé.*

*“HRH Queen Elizabeth II is famous for her mischievous sense of humour and we think a wry smile will cross her face when she sees that music royalty has temporarily filled her shoes. In the words of Beyoncé herself, Her Majesty is most definitely ‘irreplaceable’ so Queen Bey will take her spot for one day only before her figure moves to own our music stage.”*

Beyoncé will be fronting the alternative Royal ‘Formation’ for one day only, before reigning supreme in the attraction’s music zone from Friday 20<sup>th</sup> September. If you’d like to see the new Queen in town, book tickets at: [www.madametussauds.com/London](http://www.madametussauds.com/London)

*Madame Tussauds London’s latest arrival is the first of two Beyoncé figures set to join the world-famous attraction. Fans should keep an eye out for the second figure to be unveiled at Madame Tussauds Las Vegas this October.*

**\*Ends\***

**Twitter: @MadameTussauds**  
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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](http://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](http://www.merlinentertainments.biz) for more information and follow on Twitter @MerlinEntsNews.