



## **WILL.I.AM AND *THE VOICE* TAKE TO THE STAGE AT MADAME TUSSAUDS LONDON**

**10 January, 2017.** Madame Tussauds London today announced ITV's *The Voice UK* will arrive at the world-famous attraction in February, with a wax figure of the hit TV show's Coach and lyrical legend, will.i.am. *The Voice UK* experience will feature the iconic red chairs, made famous on the show, where guests will be encouraged to take up will.i.am's position as Coach, having already snapped selfies beside his wax likeness.

The experience is being launched in partnership with ITV and will arrive at Madame Tussauds London in time for February half term. As well as meeting will.i.am's figure, guests will get the chance to assume the roles of world famous Coaches Sir Tom Jones, Gavin Rossdale and Jennifer Hudson and turn their chairs in support of the mystery act on stage, broadcast on a large screen.

Edward Fuller, General Manager of Madame Tussauds London, said: "We're delighted to announce that *The Voice UK* will take to the stage in our popular music area this February and feature a wax figure of one of the world's most renowned musicians, will.i.am, who has been a big part of the show's success to date."

Now celebrating its sixth year, *The Voice UK* is a major hit with UK audiences. The new series features a twist in the rules meaning Coaches will not get to see the hopefuls at all, unless they press their buzzers.

Claire Heys, ITV Director of Commercial Brand Partnership said: "This partnership with Madame Tussauds is a great opportunity for fans of *The Voice UK* to experience just what it's like to take a seat in the Coaches' chairs when the new series launches on ITV."

For more information about *The Voice UK* at Madame Tussauds London, visit

[www.madametussauds.com/london](http://www.madametussauds.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](http://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, Sydney, Chongqing and Istanbul 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 its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees (peak season). Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.