



STAR WARS DROID AWAKENS THE FORCE AT MADAME TUSSAUDS LONDON

FANS MEET BB-8 FIGURE AT SPECIAL PREVIEW

Monday March 21, 2016. The *Star Wars* at Madame Tussauds London experience welcomed a new character to its epic ranks today when BB-8, set in a Jakku desert scene, was unveiled to fans at a preview. The new attraction opens on Friday March 25.

The figure is an exact replica of the skittish but loyal astromech droid who stars in *Star Wars: The Force Awakens* and has been created in collaboration with Lucasfilm and Propshop, the creators of the film original. The spherical white and orange droid figure, which talks in BB-8's unique dialect and lights up like its film counterpart, is the first character from *Star Wars: The Force Awakens* to feature in the experience. A figure of heroine Rey will be the next this summer.

Nine year old Xx from Xx is a huge *Star Wars* fan and was delighted to get up close to the BB-8 figure this morning. Xx said: "I love *Star Wars* and think *The Force Awakens* is the best film I have ever seen. BB-8 is my favourite character; this droid is amazing and talks just like BB-8 – I wish I understood droid-speak!"

General Manager of the world famous attraction, Edward Fuller, commented: "It's fantastic to see the reaction of *Star Wars* fans of all ages here today; we worked together with Lucasfilm and Propshop to get the details just right and it seems we have got it spot on. Since we opened the *Star Wars* experience last May, we've had an overwhelmingly positive response and it's exciting to now be expanding to include *Star Wars: The Force Awakens*."

Fans of *Star Wars: The Force Awakens*, the #1 UK movie of all time, will be able to interact with the BB-8 figure in the Jakku set from Friday March 25 and anyone turning up dressed as a *Star Wars* character over Easter weekend will receive a free BB-8 gift.

The new *Star Wars: The Force Awakens* scene joins 11 existing ones featuring 16 characters in Madame Tussauds' immersive *Star Wars* experience, which recreates some of the most powerful moments from the *Star Wars* universe.

Star Wars: The Force Awakens will be available to own by digital download from April 11, 2016 and on Blu-ray™ and DVD from April 18, 2016.

Ends

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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 Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- 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 interactive figures and 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 16 of the biggest heroes and villains from the *Star Wars* universe in 11 scenes recreating some of the most iconic moments in film history.
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