



# NEW STAR WARS AT MADAME TUSSAUDS

## UNIQUE INTERACTIVE STAR WARS EXPERIENCE

**OPENS MAY 2015**

A NEW multi-million pound experience opens at Madame Tussauds London in May, with a major new interactive *Star Wars* attraction. Created in close collaboration with Disney and Lucasfilm, the unique, immersive experience brings to life some of film's most powerful moments featuring extraordinarily life-like wax figures in authentic walk-in sets. Fans can star alongside their favourite heroes and villains of *Star Wars* Episodes I-VI, with dynamic special effects and dramatic theming adding to the immersion as they encounter 16 characters in 11 separate sets.

The attraction takes the Madame Tussauds experience to a whole new level with an experience that is about much more than the wax figures. Guests will become truly immersed in the films as they step right into Yoda's swamp as Luke Skywalker did in *Star Wars: Episode V The Empire Strikes Back* or feel the fiery lava of Mustafar as Anakin turns to the dark side in *Star Wars: Episode III Revenge of the Sith*.

Spanning two floors, the experience covers a galaxy of locations from the swamps of Dagobah and Jabba's Throne Room to the flight deck of the *Millennium Falcon*. Fans can come face-to-face with sinister Stormtroopers; witness Luke Skywalker as he battles Darth Vader on the Death Star; feel the Force alongside Obi-Wan Kenobi and Qui-Gon Jinn when they take on Darth Maul on Naboo; join the captive Princess Leia and the evil Jabba the Hutt in his Throne Room; and hang out with Han Solo in the cantina before stepping onto the *Millennium Falcon* with the legendary Wookiee warrior, Chewbacca.

The new experience is a significant new expansion at Madame Tussauds London, opening up an entire new area across two floors of the iconic Baker Street site to provide a spectacular finale to the current visit. Entry to **Star Wars at Madame Tussauds** is included in the main admission price, which starts from £22. The experience is due to open in mid-May this year and fans can sign up at [www.madametussauds.com/london](http://www.madametussauds.com/london) to be the first to know when tickets go on sale, plus find all the latest news and updates.

**Ends**

### FACT BOX

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For further information please contact Amy Sadler or Tansy Ratcliffe-James at freerange communications – [amys@freerange.eu](mailto:amys@freerange.eu), 0207 402 9966

## Notes to Editors

### Madame Tussauds London and Merlin Entertainments plc

- Prices to Madame Tussauds London start from £22 (May 2015 onwards) when you pre-book at [www.madametussauds.com/london](http://www.madametussauds.com/london)
- 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 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, 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 incredibly lifelike replicas of 21<sup>st</sup> century stars like Johnny Depp and Amy Winehouse, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London history.
- MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 105 attractions, 11 hotels/3 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c25,000 employees.
- Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, WILD LIFE Sydney Zoo, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.