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WILL.I.AM'S 'DOPE' NEW WAX FIGURE UNVEILED AT MADAME TUSSAUDS LONDON

The Voice experience lets guests meet music legend and take a turn in the famous red Coach's chair

10 FEBRUARY, 2017. Madame Tussauds London guests were seeing double today as the iconic London attraction unveiled the wax figure of lyrical legend will.i.am, side-by-side with the man himself.

Will.i.am's figure will be part of the brand new *The Voice UK* experience, which is being launched in partnership with ITV and will arrive in time for the February half-term on the 11th. The Black Eyed Peas front man's wax likeness is dressed in a slick blue bomber jacket and stylish shades hand-picked and donated by the singer. The figure will sit on a replica of the hit show's famous red chair where he'll be waiting for guests to join him as a Coach in the attraction.

Will.i.am said of the new figure: "I remember growing up and Michael Jackson and Elvis were in the wax attraction. I never thought I'd have a figure like them, it's pretty spectacular. A bit of advice for the folks coming down to Madame Tussauds to have a go on the Coaches' chairs, don't draw on the button because it might just turn!"

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 by deciding whether or not to turn their chairs in support of the mystery acts on stage. Guests will also be able to go backstage in *The Voice UK* experience at Madame Tussauds London, where they'll get a taste of what the show's stars see behind the scenes.

Edward Fuller, General Manager of Madame Tussauds London, said: "Combining the reveal of will.i.am's figure with the launch of *The Voice UK* experience means guests not only get the chance to come face to face with one of the world's biggest musicians, they can immerse themselves in the magic of the hit show, too. Sitting in the middle of our vibrant music zone – alongside artists such as Adele, Beyoncé and

The Beatles – fans can grab a selfie with will.i.am before jumping on stage to test out their own Coach skills in the iconic red chairs.”

Claire Heys, ITV Director of Commercial Brand Partnership, said: “*The Voice UK* is a hugely successful Saturday night entertainment show, and this is a wonderful opportunity for its millions of viewers to get a taste of what happens behind the scenes and experience sitting in the famous red chair.”

Now celebrating its sixth year, *The Voice UK* is a major hit with UK audiences and is on weekly on ITV.

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

www.madametussauds.com/london

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#stilliam

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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 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 for more information.