



## **BO JO IS BACK!**

*Boris Johnson's figure stages a comeback at Madame Tussauds London*

**24<sup>th</sup> July 2019:** The new Prime Minister of the United Kingdom has staged an almighty comeback at Madame Tussauds London. The 2009 figure of Boris Johnson celebrated a-top a London bus before re-entering the attraction to take over the empty space in front of the world-famous attraction's Downing Street set, following Theresa May's own figure departure last month.

This marks the first time in the attraction's history that the figure of a Prime Minister has stood in front of the replica Number 10 door without being voted in through a general election. Boris' figure originally launched ten years ago during his tenure as London Mayor, and will still showcase the attire donated by the man himself – a navy suit and matching blue shirt and tie (even featuring a repaired tear in the left trouser from his bicycle).

Steve Davies, General Manager at Madame Tussauds London said: *"It is fair to say the British government has kept us on our toes these last two years. Theresa came, she went...and now we have Boris reprising his place on the world stage after all this time. He once said his chances of being Prime Minister were as good as finding Elvis on Mars, so I guess we better start building our 'Elvis on Mars' set then."*

The figure of Boris Johnson surprised commuters as he sped over Westminster Bridge this morning, following the Conservative vote that placed him in power yesterday.

Guests can see Boris's figure alongside President Trump's in a world-first at Madame Tussauds London from tomorrow (25<sup>th</sup> July). Though there is no telling how long he will be there...

**\*Ends\***

*Ticket prices for standard entry to Madame Tussauds London start from £29.00 online. To pre-book online, visit [www.madame-tussauds.com/London](http://www.madame-tussauds.com/London)*

**Twitter: @MadameTussauds**

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**#BorisIsBack**

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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.