



**** MEDIA ALERT ****

Yang Mi celebrates Golden Week with announcement of new figure at Madame Tussauds London

02 October 2018: Chinese superstar Yang Mi recorded a special video to announce the arrival of her new figure at Madame Tussauds London. The figure joins fellow A Listers, such as Benedict Cumberbatch, Eddie Redmayne, and Angelina Jolie, as the world famous attraction celebrates Golden Week.

With a following of over 70 million on social media, Yang Mi is one of China's most popular actresses and singers. Known for her roles in *Three Lives, Three Worlds, Ten Miles of Peach Blossom*, *Palace* and *Gu jian qi tan*, the Michael Kors ambassador has also won numerous music awards, including CCTV-MTV Music Awards' Most Popular Female Singer and Beijing Pop Music Awards' Most Popular Female New Singer.

Yang Mi joins Madame Tussauds London as the Golden Week holiday season begins in her home country, China. Sharing the video announcement to the attraction's We Chat followers, Yang Mi said: "I am very glad to be the first Chinese celebrity to join Madame Tussauds London. Come to Madame Tussauds London during National Day! Be there, or be square!"

Steve Davies, General Manager at Madame Tussauds London, said: "Yang Mi is a hugely successful actress and singer, with countless awards and accolades under her belt. With that in mind, we couldn't be more excited to welcome both her figure and her ever-growing fanbase into Madame Tussauds London for the chance to 'meet' their idol and celebrate Golden Week."

Yang Mi's figure is ready and waiting to meet her fans now in Madame Tussauds London. Ticket prices start from £29. To book online, visit www.madametussauds.com/London.

ENDS

Twitter: @MadameTussauds

Instagram: @madametussauds

Facebook: www.facebook.com/officialmadametussaudslondon

We Chat: Merlin_Group

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Notes to editors:

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 23 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 2018, 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

Merlin Entertainments plc

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 111 attractions, 12 hotels/4

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Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, DreamWorks Tours Shrek's Adventure!, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, 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 for more information.