

NEWS RELEASE

13th December 2016

Madame
Tussauds
LONDON



Save the Children
CHRISTMAS JUMPER DAY

**MADAME TUSSAUDS LONDON'S THERESA MAY & BORIS JOHNSON COME TOGETHER
AT '10 DOWNING STREET' FOR CHRISTMAS JUMPER DAY**

The Prime Minister and Foreign Secretary's figures don a 'Christmas means Christmas' double headed jumper to support Save the Children

Wednesday December 13th, 2017. Christmas spirit is most definitely in the air at Madame Tussauds London's 10 Downing Street, as the wax figures of Prime Minister Theresa May and Foreign Secretary Boris Johnson have come together in a double headed jumper, to encourage the nation to help make the world better with a sweater ahead of Save the Children's Christmas Jumper Day on **Friday December 15th**.

Leaving Brexit negotiations at the door, the wax figures joined forces in a cheeky double-headed 'Christmas means Christmas' jumper, posing outside the infamous 10 Downing Street door. The unlikely pair is in good company, as millions of people up and down the UK are set to don their daftest knit on Friday 15th December to raise money for some of the world's most vulnerable children.

Edward Fuller, General Manager at Madame Tussauds London, said: "We are delighted to support Save the Children again, and be part of this wonderful cause. In the spirit of the festive season we've brought our Theresa and Boris together with the message that Christmas really means Christmas."

Helena Wiltshire, Head of PR at Save the Children, said: "If Boris and Theresa can put the tough job of running the country (and Brexit negotiations) to one side for the day to take part in Christmas Jumper Day, then we're hoping the rest of the country will do the same! All people need to do is sign up, pay £2 to take part and know that all money raised on Friday 15th is helping the world's most vulnerable children."

By sticking on a daft sweater, signing up and donating £2 to Save the Children (£1 for schools taking part) at christmasjumperday.org, people will be helping the charity do whatever it takes to make sure the world's forgotten children have the chance of a brighter future. Whether that's giving a child living in a refugee camp clothes to keep them warm through winter, helping to buy nutritious food for their entire family, or setting up a safe space to give them the chance to be children again.

-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 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 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 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 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).
- 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.

About Save the Children:

We do whatever it takes to save children. From their first moments of life, we work to get children the healthcare, food and water, safety and education they need to survive and thrive. , challenging and innovative – and which have great potential for growth their toughest moments, in the toughest places. Our pioneering work helps give children, no matter where they're born, the chance to fulfil their potential.

For more information visit www.savethechildren.org.uk

[For the Save the Children Christmas press pack visit - www.savethechildren.org.uk/christmaspresspack](http://www.savethechildren.org.uk/christmaspresspack)

For more information and to sign up, visit - christmasjumperday.org

For Facebook visit or Facebook [vischristmasjumperday](https://www.facebook.com/vschristmasjumperday)

For Twitter visit - [#savechildrenuk](https://twitter.com/savechildrenuk) [#christmasjumperday](https://twitter.com/christmasjumperday)

