

NEWS RELEASE



Be still your beating heart...

High-tech Tom Hardy figure sees Madame Tussauds London put the heartbeat in heartthrob

8 February 2018: Madame Tussauds London will set pulses racing this Valentine's Day as it unveils its first figure of acting legend and bona fide heartthrob Tom Hardy. With a heartbeat of 60 reps per minute and a core temperature of 37 degrees Celsius this is the fun-loving attraction's hottest arrival to date – literally.

Not content with expertly recreating the dreamy star's rugged features, the world-famous attraction has brought the figure to life in time for guests to grab a hot date with Tom on the most romantic day of the year. Arriving on 14 February, *The Revenant* and *Legend* star's new figure is the first to combine technology that will make guests feel like they are sat with their red-blooded Hollywood beau.

Looking date-ready, sporting his famous tattoos, perfectly groomed facial hair and dressed to impress in a dapper blue suit, Tom will invite excited guests to nestle beside him on his stylish leather sofa. As if the beating heart wasn't enough to convince guests their Valentine's dream has come true, keen fans will also spot a raven pin on the figure's waistcoat – a nod to Tom's 'raven clan' – and his uniquely curved little finger, reportedly the result of an old injury.

Upping the charm-factor, the famous dog lover's figure went through a rigorous review process ahead of its Valentine's Day arrival. Furry friends, including reps from a charity close to the star's heart, Battersea Dogs & Cats Home, gave a special seal of approval as they nuzzled beside the warm-hearted figure.

Edward Fuller, General Manager at Madame Tussauds London, said: "*People often dream of cuddling up to their favourite celebrities and Valentine's Day is the perfect day to gift the ever-popular Tom Hardy to our guests.*"

“We’ve a long heritage of bringing guests up close to their favourite stars. For 2018 we’ve upped our game and brought in technology that takes this experience to the next level, raising temperatures and literally putting the heart in heartthrob.”

To celebrate Tom Hardy’s arrival at Madame Tussauds London, there will also be an exclusive Valentine’s ‘Lates’ event on 14 February. Starting at 8.30pm guests to the event can enjoy a romantic date night with the figure and a complimentary glass of bubbles.

Ticket prices for Madame Tussauds London start from £29. To book online, visit www.madame-tussauds.com/London.

Tickets for Madame Tussauds London Lates event from 8.30pm on Wednesday 14 February are £29.00 (strictly over 18s). To book online visit www.madametussauds.com/london/en/its-a-date

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#TomHearty

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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, New York, Las Vegas, Washington DC, San Francisco, Amsterdam, Shanghai, Hong Kong, Tokyo, Wuhan, Beijing, Berlin, Hollywood, Bangkok, Vienna, Blackpool, Sydney, Singapore, Orlando, Chongqing, Istanbul, Nashville and Delhi 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.
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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.