



STAR WARS AT MADAME TUSSAUDS LONDON SET TO INTRODUCE STAR WARS: THE FORCE AWAKENS FIGURES

Thursday March 10, 2016. The *Star Wars* at Madame Tussauds London experience, which opened in May 2015 to wide acclaim, announced today that it is set to add character figures from *Star Wars: The Force Awakens* in 2016. Fans of the #1 UK movie of all time will be able to interact with figures of BB-8 and Rey in extraordinary sets recreating iconic scenes from the film at the attraction.

A figure of BB-8, the skittish but loyal astromech droid, will be unveiled before Easter at the *Star Wars* at Madame Tussauds London experience, in a set depicting the lawless frontier desert world of Jakku. Fans will be able to get up close to an exact replica of the show stealing spherical, white and orange droid created especially for the attraction with light and sound effects.

In addition to BB-8, this Summer a figure of Rey will join 11 existing scenes featuring 16 characters in Madame Tussauds' unique, immersive *Star Wars* experience, which recreates some of the most powerful moments from the *Star Wars* universe.

General Manager of the world famous attraction, Edward Fuller, commented: "Like the rest of the world we have been blown away by the new *Star Wars* movie and are very excited to be welcoming figures of BB-8 and Rey to the *Star Wars* experience at Madame Tussauds London this year. The experience is an evolving one and we will add new scenes and characters as the story continues to unfold. Guests have confirmed that BB-8 and Rey are top choices they want to meet."

To celebrate BB-8's arrival at Madame Tussauds London on Friday March 25, 2016, the attraction is inviting *Star Wars* fans to dress-up as their favourite *Star Wars* character over the Easter weekend. Fans visiting the attraction dressed as their favourite *Star Wars* character from Friday March 25 to Monday March 28 (inclusive) will receive a FREE BB-8 gift and get entered into a FREE prize draw to WIN a BB-8 app-enabled droid (£130 RRP) each day.

***Star Wars: The Force Awakens*, the biggest film of all time in the UK, will be available to own by digital download from April 11, 2016 and on Blu-ray™ and DVD from April 18, 2016.**

Ends

For further information on Madame Tussauds London contact:
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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 Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- 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 interactive figures and 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 16 of the biggest heroes and villains from the *Star Wars* universe in 11 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.