



CALLING ALL ARIANATORS! MADAME TUSSAUDS LONDON ANNOUNCES ARIANA GRANDE RESIDENCY

Grammy Award winner's figure arrives for five week guest appearance, ahead of her upcoming sold-out UK summer tour

21st May 2019: Madame Tussauds London today announced that Ariana Grande's figure will be joining the world-famous attraction for an exclusive five week residency, kicking off this half term (Fri 24th May). Styled in a classic look voted for by her loyal legion of Arianators, the pop icon's figure was unveiled at EL&N Café, Knightsbridge in truly insta-worthy fashion.

Marking the first time the Grammy Award winner's figure will appear at Madame Tussauds' flagship London location, fans were asked to decide which famous Ariana look the figure should rock for the five week residency. Perhaps unsurprisingly the winning vote sees Ariana's figure styled in the 'Thank U, next' singer's trademark oversized jumper, statement over-the-knee boots and signature ponytail, complete with braids and hair rings.

Steve Davies, General Manager at Madame Tussauds London said: *"There is no doubt about it – Ariana Grande is one of the biggest female pop-superstars in the world right now and rightfully deserves this residency at Madame Tussauds London. Fans have been asking that Ariana's figure join our A List line up for some time and we loved working with them to decide the star's outfit. Much like the lady herself, Ariana's figure will be making her London appearance for a limited time only so Arianators should be quick to grab a chance to 'meet' their idol!"*

Ariana's figure will take centre stage in the world-famous attraction's music area. Posed on a dreamy set inspired by the fan-favourite 'Breathin' music video, Ariana's fans will get the chance to feel what it would be like to step on stage with the chart-topper.

Guests will be able to catch Ariana's five-week residency at Madame Tussauds London from Fri 24th May – just in time for the half-term holidays – until the end of June.

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

Twitter: @MadameTussauds

Instagram: @madametussauds

Facebook: @madametussaudslondon

For press enquiries please contact Kara Gaughan on 0207 655 996 or madametussaudslondon@stripecommunications.com.

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 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

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 120 attractions, 18 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to 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 Merlin Backstage (www.merlinentertainments.biz/backstage or www.facebook.com/merlinbackstage) or visit www.merlinentertainments.biz for more information.