



**\*\* MEDIA ALERT \*\***

## **INDIAN CRICKET CAPTAIN VIRAT KOHLI TAKES TO THE CREASE AT MADAME TUSSAUDS LONDON - FOR SIX WEEKS ONLY**

*The Indian team captain's figure arrives at the London attraction for the duration of the ICC Men's Cricket World Cup*

**Wednesday 29<sup>th</sup> May 2019:** Madame Tussauds London today unveiled their latest figure of Virat Kohli at the Home of Cricket, Lord's Cricket Ground, ahead of the ICC Men's Cricket World Cup.

Captain of the Indian national team since 2013, Kohli is one of the world's leading batsmen and a firm favourite among cricket fans the world over. Now, visitors to Madame Tussauds London will be able to see his figure from Thursday 30<sup>th</sup> May until 15<sup>th</sup> July 2019 – remaining in the attraction for the duration of the tournament.

Pictured for the first time on the iconic cricket ground at Lord's, the figure is dressed in his official Indian cricket kit as well as shoes and gloves donated by the sportsman himself. From Thursday onwards, Virat's likeness will be found in the attraction's sporting area, where he will sit alongside legends such as Usain Bolt, Sir Mo Farah and fellow cricketer, Sachin Tendulkar.

Steve Davies, General Manager at Madame Tussauds London, said: "Cricket fever is set to sweep the nation in the coming weeks so what better way to unveil our new figure of Virat Kohli than with the help of our neighbours at Lord's. We hope that cricket fans will enjoy not only watching their hero on the pitch but taking to the crease with him here at Madame Tussauds London."

Located only 20 minutes on foot from Madame Tussauds London, keen cricket enthusiasts can also take a look around the famous ground through a Lord's Tour, which includes the Grade II\*-listed Pavilion and J.P. Morgan Media Centre. Lord's Cricket Ground will be welcoming fans from all over the globe for the tournament, hosting four ICC Men's Cricket World Cup matches, and the Final.

Tarah Cunynghame, Head of Retail & Tours at Lord's Cricket Ground said, "Lord's is the perfect backdrop to reveal this fantastic figure of Virat Kohli on the eve of the Cricket World Cup. The

anticipation of the exciting summer of cricket has already started, with thousands of visitors coming to the Ground and enjoying a tour of Lord's and around the MCC Museum. The figure of the famous batsman will delight any cricket fans visiting Madame Tussauds London."

**\*Ends\***

To book tickets, visit [www.madametussauds.com/London](http://www.madametussauds.com/London)

For more information on Lord's Tour, visit <https://apps.lords.org/lords/tours-and-museum/>

**For press enquiries please contact Kara Gaughan on 0207 655 996 or [madametussaudslondon@stripecommunications.com](mailto: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](http://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 130 attractions, 19 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 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 [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter @MerlinEntsNews.

### **About Lord's Ground and Marylebone Cricket Club**

The first match played at 'Lord's Cricket Ground' was in 1787, when businessman Thomas Lord staged a game between Middlesex and Essex at a newly built ground in what was then known as Dorset Fields.

MCC is the world's most active cricket club, the owner of Lord's Ground and the guardian of the Laws. There are 18,000 Full and 5,000 Associate Members of MCC.

In 2019, Lord's will host its fifth ICC Men's Cricket World Cup Final, along with four group fixtures in the tournament. In 2017, Lord's hosted its second ICC Women's World Cup Final, which was played in front of a sell-out crowd.

### **For more information please contact:**

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