



## FEEL THE POWER!

### ***CAPTAIN MARVEL LANDS AT MADAME TUSSAUDS LONDON***

**05 APRIL 2019:** Hot on the heels of the global film release, Madame Tussauds London has today unveiled their brand-new Captain Marvel experience, as the trail-blazing Super Hero joins the likes of Spider-Man, The Incredible Hulk and Nick Fury in the attraction's Marvel zone.

Landing at the Baker Street attraction just in time for the Easter school holidays, Madame Tussauds London has worked closely with Marvel to ensure the figure captures the essence of Captain Marvel alongside an experience that will leave guests feeling like they really are stepping in to Carol Danver's shoes...

The figure, which depicts Brie Larson's character mid-flight, will sit alongside a multi-user AR experience that allows fans to take on a Super Hero role themselves using body-tracking sensors. Stepping in front of a giant screen, guests will see Captain Marvel's insignia appear on their chest and a fiery glow appear around them as they harness her incredible binary powers.

Steve Davies, General Manager at Madame Tussauds London, said: "In a year that has so far seen Madame Tussauds London unveil a host of female superstars it was a no brainer to have Captain Marvel join our ranks.

"We all dream of having super powers sometimes, and now our guests can take on Captain Marvel's powers for themselves as part of this exciting new addition to the attraction.'

Visitors to Madame Tussauds London will be able to feel the power alongside Captain Marvel from Saturday 6<sup>th</sup> April 2019, as well as meeting other Marvel Super Heroes such as Spider-Man, The Incredible Hulk and Iron Man. To book tickets head to [www.madametussauds.com/london](http://www.madametussauds.com/london).

*Twitter: @MadameTussauds*

*Instagram: @madametussauds*

*Facebook: @officialmadametussaudslondon*

*#feelthepower*

**\*Ends\***

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**Notes to editors:**

## NEWS RELEASE

### 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 2018, 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 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](http://www.merlinentertainments.biz/backstage) or [www.facebook.com/merlinbackstage](https://www.facebook.com/merlinbackstage)) or visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.