



STAR WARS AT MADAME TUSSAUDS

MAJOR NEW EXPANSION FOR WORLD FAMOUS

LONDON ATTRACTION WITH UNIQUE INTERACTIVE STAR WARS EXPERIENCE

Tuesday February 3, 2015. **Madame Tussauds London** today announced a multi-million pound expansion at its world famous Baker Street attraction, with a major new *Star Wars* experience due to open in May this year. Created in close collaboration with Disney and Lucasfilm, **Star Wars at Madame Tussauds** will be a unique, immersive experience starring extraordinarily life-like wax figures of the favourite heroes and villains of *Star Wars* Episodes I-VI. The figures will appear in authentic walk-in sets inspired by key scenes from the movies. Dynamic special effects will add to the immersion, as fans step right into, and star in, some of the most iconic moments in film history.

16 characters will feature in the new experience, which will bring to life 11 scenes from the first six *Star Wars* films covering a galaxy of locations, including the swamps of Dagobah, Jabba's Throne Room and the flight deck of the *Millennium Falcon*. Fans can wield a lightsaber with Anakin Skywalker; feel the Force alongside Obi-Wan Kenobi and Qui-Gon Jinn when they take on Darth Maul on Naboo; join the captive Princess Leia and the evil Jabba the Hutt in his Throne Room; hang out with Han Solo in the legendary cantina bar before stepping onto the *Millennium Falcon* with the Wookiee warrior, Chewbacca; and witness the ultimate battle as father and son, Luke Skywalker and Darth Vader, embark on their final duel.

"**Star Wars at Madame Tussauds** takes the Madame Tussauds experience up a notch, as guests will not just be able to get close to their film heroes, they will be able to star alongside them and grab a selfie in specially recreated scenes of some of their favourite movie moments," commented Madame Tussauds London's General Manager, Ben Sweet. He continued: "We're working very closely with Disney and Lucasfilm to ensure 100 per cent authenticity and our team has had exclusive access to props, costumes, designs and even had a 'sitting' with one of the original Yoda models at Skywalker Ranch in California. Yoda's wax figure is now complete and the results are astonishing.

"But this experience is about much more than the figures. Guests will be able to step right into an atmospheric recreation of Yoda's swamp like Luke Skywalker did in *The Empire Strikes Back* and see the fiery lava of Mustafar as Anakin turns to the dark side in *Revenge of the Sith*. Guests will become truly immersed in the films in a new and exciting way. We hope to delight fans and give them a unique way to celebrate the *Star Wars* story."

Star Wars at Madame Tussauds represents a significant new expansion for Madame Tussauds London, opening up an entire new area across two floors of the iconic Baker Street site to provide a spectacular

finale to the current visit. The space has been designed for further expansion and additional content for new figures and scenes to be added in the future.

The experience is due to open in mid-May this year and fans can sign up at www.madametussauds.com/london to be the first to know when tickets go on sale, plus find all the latest news and updates.

A similar, but smaller-scale experience will also open at Madame Tussauds Berlin in May featuring some of the same *Star Wars* characters, but in different specially recreated scenes.

Ends

For further information please contact Amy Sadler, Amy Williams or Claudia Parker at freerange communications – amys@freerange.eu, 0207 402 9966

Notes to Editors

THE FULL SCENE/FIGURE LIST FEATURED IN STAR WARS AT MADAME TUSSAUDS IN LONDON IS:

- Cross the Trade Federation Bridge (Episode I) into *Star Wars* by Madame Tussauds
- The dramatic lightsaber duel (Episode I) between Qui-Gon Jinn, Obi-Wan Kenobi and Darth Maul
- The fiery lava landscape of Mustafar (Episode III) featuring Anakin Skywalker as he lifts his lightsaber in his fateful duel with Obi-Wan Kenobi
- In the cantina bar (Episode IV) with Han Solo
- Tatooine landscape (Episode IV) featuring C-3PO and R2-D2
- The flight deck of the *Millennium Falcon* (Episode IV) with Chewbacca
- The Death Star protected by two Stormtroopers (Episode IV)
- The swamps of Dagobah (Episode V) featuring Yoda
- 'I am Your Father' scene (Episode V) with Darth Vader
- Jabba's Throne Room (Episode VI) featuring Princess Leia, Jabba the Hutt and Salacious Crumb (and Han Solo frozen in carbon)
- Death Star Throne Room (Episode VI) featuring Luke Skywalker and Darth Vader locked in battle as evil Emperor Palpatine looks on

Madame Tussauds London and Merlin Entertainments plc

- Prices to Madame Tussauds London start from £22 (May 2015 onwards) when you pre-book at www.madametussauds.com/london
- 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, 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 incredibly lifelike replicas of 21st century stars like Johnny Depp and Amy Winehouse, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London 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 105 attractions, 11 hotels/3 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 60

million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c25,000 employees.

- Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, WILD LIFE Sydney Zoo, 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.