



****MEDIA ALERT****

CAPTAIN MARVEL TO LAND AT MADAME TUSSAUDS LONDON THIS EASTER

08 MARCH 2019: As the hotly-anticipated Captain Marvel film hits cinemas worldwide, Madame Tussauds London has today announced that the new Super Hero will be landing at the world-famous attraction this Easter.

Madame Tussauds London confirmed the news on its social channels with a video series celebrating everyday female Super Heroes, reflecting the film's release on International Women's Day. The final video in the series treated fans to a first-look at the figure, depicting Brie Larson as the impressive and powerful character that they can expect to see alongside an exciting experience later this Spring.

Steve Davies, General Manager at Madame Tussauds London, said: "This will be the latest addition to our fantastic Marvel offering that already features firm favourites such as Spiderman, Iron Man and Captain America. We're working closely with Marvel to create a Captain Marvel figure and experience that will make fans feel like they're stepping in to Carol Danvers' shoes."

Captain Marvel's figure and experience will land at the Baker Street attraction in time for the Easter holidays.

Madame Tussauds London's sister sites in New York City and Blackpool will also launch Captain Marvel figures, available in their respective attractions from today.

Ends

NOTES TO EDITOR

Twitter: @MadameTussauds

Instagram: @madametussauds

Facebook: @officialmadametussaudslondon

For press enquiries please contact the team at madametussaudslondon@stripecommunications.com

Madame Tussauds London and Merlin Entertainments plc

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

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).

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