

# DUA LIPA

Madame Tussauds  
LONDON

## YA HEARD IT HERE FIRST! DUA LIPA TO ARRIVE AT MADAME TUSSAUDS LONDON THIS FEBRUARY

*World-famous attraction announces launch date and exclusive fan competition*

**31 January 2019:** Following on from Dua Lipa's announcement to fans earlier this month, Madame Tussauds London has today revealed that the princess of pop's hotly-anticipated figure will be unveiled at an exclusive party on 15<sup>th</sup> February 2019.

The iconic London attraction made the announcement via a tantalising new video which appeared across their social media channels this morning. Paying homage to the pop sensation's 'Be The One' music video, fans can catch a sneak-peak of how they can expect the figure and its accompanying experience to look.

Alongside the news of the figure's launch date, Madame Tussauds London is also offering Dua Lipa fans the chance to win tickets to the exclusive launch event which will take place at the Baker Street attraction on Friday 15<sup>th</sup> February.

To be in with a chance of securing one of just 25 pairs of ticket fans should head to [www.madametussauds.com/betheone](http://www.madametussauds.com/betheone).

Dua Lipa's new figure and experience will be available for all guests to see from Saturday 16th February and is set to be a highlight of the February Half Term period. To find out how to book tickets please visit [www.madametussauds.com/london](http://www.madametussauds.com/london).

**\*Ends\***

### NOTES TO EDITOR

*This competition is open to UK residents over the age of 16 and closes at 5pm on Friday 8<sup>th</sup> February 2019. For entry instructions and terms and conditions please visit [www.madametussauds.com/betheone](http://www.madametussauds.com/betheone)*

Twitter: @MadameTussauds  
Instagram: @madametussauds  
Facebook: @officialmadametussaudslondon

For press enquiries please contact the team at [madametussaudslondon@stripecommunications.com](mailto:madametussaudslondon@stripecommunications.com)

## NEWS RELEASE

### 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](http://www.madametussauds.com/london)*

#### Merlin Entertainments plc

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 111 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).

Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, DreamWorks Tours Shrek's Adventure!, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, 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](http://www.merlinentertainments.biz)