



STAR WARS: THE FORCE AWAKENS HEROINE REY DEBUTS AS NEWEST WAX FIGURE AT MADAME TUSSAUDS LONDON

Tuesday August 9, 2016. Hot on the heels of her Teen Choice Award for Movie Breakout Star as Rey in *Star Wars: The Force Awakens*, Daisy Ridley today received another much coveted accolade as her character joined a cast of heroes and villains in the epic *Star Wars* experience at Madame Tussauds London.

Ridley's character, Rey, is the eighteenth to be portrayed in the hugely popular attraction and stands proudly holding her staff, dressed in an exact replica of the tattered scavenger's clothing she wears in *Star Wars: The Force Awakens*. Her figure resides in a set depicting the trader's tent in the lawless frontier desert world of Jakku and is featured alongside the skittish but loyal astromech droid, BB-8. Guests can step right into the recreated scene and summon up their inner rebels alongside the daring duo.

"Since the *Star Wars* experience opened last May it has proved a massive hit with our guests," commented Edward Fuller, General Manager of Madame Tussauds London. He continued: "The intention was always to add new characters and scenes as the *Star Wars* story continues to evolve and we are delighted to welcome heroine, Rey, to the experience in the twelfth immersive set. The scenes we feature recreate some of the most powerful moments from the *Star Wars* universe and guests will recognise the trader's tent on Jakku with its desert worn features."

Rey's figure took a talented team of twenty artists four months to make. It was created, as the entire experience has been, in close collaboration with Disney and Lucasfilm who have given Madame Tussauds access to source materials from the films to ensure total accuracy and authenticity.

Guests wanting to meet Rey at Madame Tussauds London can book tickets at www.madame-tussauds.com/london

Ends

For further information, please contact

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Notes to Editors

Madame Tussauds London and Merlin Entertainments plc

- 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 has attractions in London, Hollywood, Las Vegas, New York, Orlando, San Francisco, Washington D.C., Amsterdam, Berlin, Vienna, Bangkok, Beijing, Hong Kong, Tokyo, Shanghai, Singapore, Wuhan, Blackpool UK and Sydney, with experiences built around fame and celebrity. In London, guests can get up close and personal with more than 300 lifelike wax figures of today's biggest stars; 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.

- 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).
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