

In Hollywood, It's The Wearin' of the Green!

**\$55 Million Madame Tussauds Hollywood
To Be Renamed *Madame O'Tussauds* for March 17,
St. Patrick's Day**

Admission Reduced to \$17 for one day only

(Hollywood, Calif., March 12, 2010)---Over the years, there have been many many celebrities of Irish descent and, so, to celebrate Madame Tussauds Hollywood is renaming itself Madame O'Tussauds for one day only, Wed., March 17, in celebration of St. Patrick's Day.

It will also reward the "wearin' of the green" by reducing general admission to \$17 for anyone sporting green, from green shoes to a green hat!

The six month-old Madame Tussauds Hollywood is adjacent to the Kodak Theatre and Grauman's Chinese Theatre and recently made history by closing for one day, in honor of the Academy Awards. In its 200 year existence, Madame Tussauds has never closed.

Among the many stars now on show at Madame Tussauds is Ireland's favorite son, Colin Farrell.

Celebrities have always been the stock in trade of Madame Tussauds ever since the diminutive French sculptress, whose name is on the front door, literally invented the art of wax figure sculpting 200 years ago.

Two-time Awards Winner Richard Sherman, who composed some of moviedom's most iconic tunes, from "Mary Poppins" to "Chitty Chitty Bang Bang," was recently on hand to cut the ribbon for the Madame Tussauds "Celebrity Awards Hall," located on the ground floor of Madame Tussauds Hollywood (www.madametussauds.com/hollywood), located on Hollywood Blvd.

Forty of the Madame Tussauds Hollywood figures are Oscar® winners and winners of hundreds of other major awards, including 47 Golden Globe® Awards, and among the figures who have won awards are Julia Roberts and Angelina Jolie and classic stars, like Bette Davis.

At an average cost of \$300,000 each, the world famous Madame Tussauds figures are in a class of their own and their precision, exactness and life like qualities have never been more fully and artistically realized than at Madame Tussauds Hollywood.

The \$55 million Madame Tussauds Hollywood is the first ever Madame Tussauds built from the ground up, an historic milestone for the 200 year-old brand founded in London.

In addition to life like figures of Bruce Willis, Elizabeth Taylor, Justin Timberlake and Penelope Cruz, among some 100+ featured figures, Madame Tussauds Hollywood takes visitors on an interactive journey unlike any other Madame Tussauds experience.

About Merlin Entertainments Group, Ltd MERLIN ENTERTAINMENTS GROUP is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 59 attractions and six hotels/ 2 holiday villages in 13 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 35 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions - SEA LIFE, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures and Zoo, Underwater Adventures, Heide Park and Earth Explorer. For more information, please visit www.merlinentertainments.biz

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