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# PRESS RELEASE



## MAYOR SADIQ KHAN UNVEILS NEW MADAME TUSSAUDS LONDON FIGURE TO CELEBRATE HISTORIC THIRD TERM

**FOR IMMEDIATE RELEASE:** Mayor of London Sadiq Khan has unveiled his first ever Madame Tussauds London figure in celebration of his historic third term, secured through his re-election in May this year.

This new addition to Madame Tussauds London is part of the attraction's Culture Capital zone, which honours influential figures who have shaped the UK's vibrant cultural landscape.

The Mayor and the wax version came face-to-face today (30 July) to launch the figure in one of London's most iconic destinations and the focal point for the Mayor's world-renowned New Year's Eve Fireworks - the lastminute.com London Eye.

Mayor Khan's figure stands as a testament to his significant contributions to London since first taking office in 2016 – and the figure wears the exact suit worn at his first Mayoral election win in 2016, chosen and donated to the Baker Street attraction by the Mayor himself.

Crafted with meticulous attention to detail, the figure captures Mayor Khan's characteristic smile and relaxed stance, embodying his role as a leader and advocate for all Londoners.

Known for his dedication to making London a more inclusive, sustainable and dynamic city, since being elected as the first-ever Muslim mayor of an EU capital city in May 2016, Mayor Khan has become a pivotal figure in London's political and civic landscape. He is the first Mayor of London to be re-elected for a third term and is committed to building a fairer, safer, greener London for everyone. He continues to hold the single biggest mandate of any elected politician in the UK, and one of the biggest in Europe.

**Mayor of London Sadiq Khan said:** "I'm honoured to join the line-up at Madame Tussauds London. The attention to detail is remarkable and I'm in awe of the artists' talent.

"It has been fascinating to go through the process and learn that all Madame Tussauds figures are created in London before being transported across the world.

"I'm also proud to be the first figure to be unveiled in a London Eye pod. The London Eye is a renowned part of the capital's skyline, and I'm delighted that its permanent future was recently secured – something I have championed since Merlin first announced their plans.

"London's world-leading cultural, heritage and visitor attractions contribute billions to the UK economy, and are a key part of what makes our city so special. I encourage Londoners and visitors to make the most of what's on this summer and beyond."

**Scott O'Neil, Chief Executive Officer of Merlin Entertainments, said:** "We are thrilled to welcome Mayor Khan to the London Eye for the unveiling of his Madame Tussauds wax figure, which will be displayed in our 'Cultural Capital' zone, celebrating the extraordinary individuals who shape London and contribute to its status as a global iconic city.

“Mayor Khan has been a champion of the capital’s visitor economy, its people and resident businesses, like the London Eye and Madame Tussauds, which anchor our most successful gateway mega-cluster worldwide and make memories for millions annually. We look forward to working alongside the Mayor and the business community to further enhance London’s appeal as the best, most important and most fun tourist city in the world.”

There are more than 23 Madame Tussauds attractions around the world, but all of the wax figures for the sites are made in the world-leading design workshop in London. Each figure is created by a talented team of 20 artists and can take between four months to a year to create, before being transported across the globe.

Today’s launch coincides with a new summer of fun campaign from Merlin Entertainments, the owner of Madame Tussauds London and the lastminute.com London Eye, which features 50% off kids’ tickets at these attractions and others including SEA LIFE, the Dungeons and LEGOLAND® Discovery Centres and £19 tickets for kids at its theme parks, such as LEGOLAND® Windsor Resort, Alton Towers Resort, Thorpe Park and Chessington World of Adventures Resort, and at Warwick Castle. More information can be found at [www.merlinentertainments.biz/real-fun-deals](http://www.merlinentertainments.biz/real-fun-deals)

Visitors to Madame Tussauds London will have the unique opportunity to stand beside the Mayor and learn about his journey and achievements when the figure goes into the attraction on Wednesday 31 July. The new figure of Sadiq Khan promises to be a highlight for both Londoners and tourists alike, offering an inspiring glimpse into the life of one of the city’s most influential leaders.

For more information, please visit [Madame Tussauds London](http://www.madametussauds.com).

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## Notes to Editors

### About Madame Tussauds London

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 24 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!

Madame Tussauds London is located next to Baker Street tube station and open seven days a week – opening times vary [www.madametussauds.com/london](http://www.madametussauds.com/london)

## About Merlin Entertainments:

Merlin Entertainments is a world leader in branded entertainment destinations, offering a diverse portfolio of resort theme parks, city-centre gateway attractions and LEGOLAND Resorts which span across the UK, US, Western Europe, China and Asia Pacific. Dedicated to creating experiences that inspire joy and connection, Merlin welcomes more than 62 million guests annually to its growing estate, with over 140 sites across 23 countries. An expert in bringing world-famous entertainment brands to life, Merlin works with partners including the LEGO® Group, Sony Pictures Entertainment, Peppa Pig, DreamWorks and Ferrari to create destinations where guests can immerse themselves in a wide array of brand-driven worlds, rides and uplifting learning experiences.

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.