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FOR IMMEDIATE RELEASE

MADAME TUSSAUDS WASHINGTON D.C. JOINS BREAD FOR THE CITY'S "HOLIDAY HELPINGS" PROGRAM

Madame Tussauds will offer a 20% discount on admission for any guest who donates non-perishable food items from November 20 - December 25

November 20, 2007 [Washington D.C.] — In the spirit of giving, Madame Tussauds Washington D.C. today announced a partnership with Bread for the City, a D.C.-based non-profit that supports needy members of the community, through which Madame Tussauds will offer a 20% discount on admission to all guests who donate non-perishable food items to Bread for the City's "Holiday Helpings" program. The offer will begin on November 20 and run through Christmas Day, December 25.

Bread for the City's "Holiday Helpings" program aims to bring turkey dinners with all the trimmings to over 13,000 low-income families this holiday season. Madame Tussauds Washington D.C. will support the program by hosting a non-perishable at the attraction, where guests are encouraged to bring their donations—with the added incentive of receiving 20% off their admission.

"Madame Tussauds Washington D.C. is proud to continue its commitment to one of the district's most caring and inspirational organizations. We look forward to helping those less fortunate enjoy their holiday season and encourage residents and visitors alike to bring their donations to our attraction" said Nick Marsh, Acting General Manager, Madame Tussauds Washington D.C.

In the District, poverty is increasing at the same time as the cost of food is rising; food prices have gone up 5.6 percent in the past year alone. Remarkably, with the financial and in-kind contributions of D.C. area businesses, such as Madame Tussauds, Bread for the City continues to raise the bar when it comes to serving more than 10,000 low-income D.C. residents every month with free comprehensive services.

“We welcome Madame Tussauds’ contribution to this great program. Finding a seat at the holiday table is a given for some, and a luxury for others. During the holidays, *every* family deserves to be able to celebrate with dignity. It is because of compassionate businesses like Madame Tussauds that we are able to aid so many families,” states George Jones, Executive Director of Bread for the City.

For more than 30 years, Bread for the City has provided vital services to vulnerable District residents, many of whom subsist on an income that is well below the poverty line. For our neighbors living in poverty, providing a holiday meal often falls far behind medication, a utility bill, or warm clothing. Your support of Holiday Helpings allows families to sit down together for a special holiday celebration.

About Bread for the City:
Bread for the City is a private, non-profit organization that provides free services including food, clothing, medical care, legal assistance and social services for over 10,000 vulnerable DC residents each month. For more information about Bread for the City or to set up a tour, please contact Adrienne Ammerman at (202) 386-7609 or visit www.breadforthecity.org.

About Madame Tussauds Washington D.C.:
Madame Tussauds Washington D.C. is an interactive "must do" attraction that provides guests with unique opportunities to create memories with some of the country’s most historic icons. The 27,000 square foot space is the seventh Madame Tussauds attraction globally, joining the hugely successful Merlin Entertainments Group operations in London, Amsterdam, New York, Las Vegas, Shanghai and Hong Kong. Prominently located on the corner of 10th and F Streets within walking distance of The National Mall and the White House. Madame Tussauds Washington D.C. is open 365 days a year at 10 a.m. Before Holiday Helpings discount, tickets are typically $25 Adult, $18 Child. For more information visit www.madametussaudsdc.com call 212-512-9600 ext. 255.

The Tussauds Group merged with Merlin Entertainments Group in 2OO7, bringing together two of the premier entertainment and attractions companies on the globe. Merlin Entertainments Group is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's number 2 visitor attraction operator, Merlin aims to deliverable memorable and rewarding experiences to its 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,000 employees.

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