



FOR IMMEDIATE RELEASE

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The Presidents By Madame Tussauds

Limited Engagement • Philadelphia Premiere

At The Franklin Institute on July 8

FEATURING LIFE-SIZE WAX FIGURES OF EVERY AMERICAN PRESIDENT
HISTORICAL LEADERS INCLUDING DR. MARTIN LUTHER KING, JR., ROSA PARKS, BEN FRANKLIN

Philadelphia, PA July 1, 2020 — The Presidents by Madame Tussauds debuts at The Franklin Institute on Wednesday, July 8. The exclusive Philadelphia limited engagement puts guests up close and personal with life-size wax figures, including every American president, plus seven significant historical figures, such as Ben Franklin, Rosa Parks, Malcolm X, Martin Luther King, Jr., and Michelle Obama.

From the inspirational to the provocative, guests can pose with 56 incredibly lifelike, finely detailed figures in iconic settings with detailed graphics and select props that bring photos vividly to life. They will transport back in time to stand with Martin Luther King, Jr. in front of the Lincoln Memorial and visit with Frederick Douglass in his library. They will take a journey through American history and learn the highs and lows that define each president and the broad trends in technology and society throughout each era. Finally, they will relive the trials and triumphs that set our nation apart and be inspired to help shape our future with their voice and their vote.

“This is a uniquely interactive and immersive experience that is also very relevant and timely. It shines an interesting spotlight on the presidents, adds a layer of science and technology influence, and hopes to leave visitors thinking about how their voice can impact our future come November,” **said Larry Dubinski, President and CEO of The Franklin Institute.** “It’s debuting at The Franklin Institute, so visitors can expect a very high level of experiential fun, which makes it an ideal exhibit for this summer.”

Madame Tussauds has become a global brand with a rich 250-year legacy, one of the most visited attractions in London, with 24 attractions across the world, including seven in the United States.

“We are thrilled to partner with The Franklin Institute to continue to bring to life ways that guests can “meet” presidents and notorious figures from history,” **said Adrian Jones, Global New Concepts Development Director for Merlin Entertainments.**

Ticketing Information

The Presidents by Madame Tussauds

July 8, 2020 – January 3, 2021, in the Nicholas and Athena Karabots Pavillion

Tickets include general museum admission.

Wednesday-Sunday, 10:00am-6:00pm; last entry 4:00pm

Adults: \$30

Children (3+): \$26

Advance tickets are required at fi.edu or 215.448.1200.

THE FRANKLIN INSTITUTE

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. As Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.

About Madame Tussauds

Madame Tussauds delivers the ultimate fame experience. With more than 24 unique locations around the globe and a 250+ year history, Madame Tussauds has brought to life thousands of celebs, stars and heroes - in mind-blowingly accurate detail – giving visitors the chance to interact with their favorite stars creating an otherwise impossible moment.

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location-based, family entertainment. As Europe's number one and the world's second-largest visitor attraction operator, Merlin now operates more than 130 attractions, 19 hotels and 6 holiday villages in 25 countries across four continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its 28,000 employees (peak season).

See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews