



BLOCKBUSTER RENOVATIONS UNDERWAY
AT HOLLYWOOD WAX MUSEUM– BRANSON

BRANSON, MO. (March 10, 2009) – Oscar presenters Jack Black and Ben Stiller are among the dozens of A-list stars who will soon be available for photos with visitors to the Hollywood Wax Museum Branson.

A landmark attraction in Branson since 1996, the Hollywood Wax Museum will bring in new star power and dynamic style during a \$5 million renovation slated for completion by June 1, said Tej Sundher. Sundher is a grandson of the late Spooky Singh who built the original Hollywood Wax Museum in Hollywood in 1965.

Over the past three months, the museum has been nearly gutted to make way for a new line-up of expertly-sculpted celebrity wax figures. The stars will be set in open environments where guests may interact with them and take photos while being part of great television and movie moments.

The attraction is designed to let visitors into the action and give them an entertaining experience that will forever be fodder for their Facebook pages, Sundher said. Some of the opportunities include getting inside Jeannie's bottle, riding aboard the Titanic, sitting on the bus bench with Forrest Gump, wrestling with Nacho Libre and singing for the American Idol judges.

Guests will have the opportunity to learn interesting details through displays about many of the American Film Institute's Top 100 Films. Showcases will feature Celebrity Quotables, Film Facts, Star Scoops, TV Tips and Dollar Details.

Plans are also in the works to create a new beacon for the town of Branson including a replica of the world-famous "Hollywood" sign, Sundher said. The museum will retain its Hollywood version of Mt. Rushmore featuring the sculpted faces of John Wayne, Marilyn Monroe, Elvis Presley, and Charlie Chaplin.

"All I can say at this time is our new façade will really turn heads," Sundher said. "It will add a unique dimension to the Branson skyline, and I think it will even be visible to the folks on planes coming into the new Branson Airport."

The Branson renovation is an example of how family corporation Kuvera Attractions maintains its tradition of bringing high-quality entertainment to customers across the country and being socially-responsible within its communities, Sundher said.

(more)

Kris Zeisler, executive producer of "You Want Answers" on the Travel Channel, said he recognizes the quality, fun and value of the experience at the Hollywood Wax Museum.

"The purpose of our show is to be the eyes and ears of Americans– to do the homework for our viewers and offer engaging, well-researched segments on the topics they want to know about," Zeisler said.

"After exploring wax museums across the country, our editorial team decided to feature the Hollywood Wax Museum," Zeisler said. The attraction will be named "Best American Wax Museum" in a segment scheduled to air on the Travel Channel this spring.

The interior transformation of the Hollywood Wax Museum in Branson is scheduled for completion in early March, and will open to the public March 17. The museum will remain open daily at 8 a.m. during the exterior construction phase except for five days between April 1 and May 22. Ticket holders may call 417-337-8277 to confirm closure dates and hours.

The Hollywood Wax Museum Branson is located at 3030 Missouri 76 across from the Starlite Theatre. Additional information about Branson, its live entertainment, theme parks, lakes, golf courses, family attractions, shopping and other features is offered at www.explorebranson.com or 800-296-0463.

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