

The Stars at Madame Tussauds Sydney Are Supporting Jeans for Genes Day This Year with A 'Denim Takeover'

August 7, 2017



Madame Tussauds Sydney is hosting a 'denim takeover' which will see some of its most famous wax figures kitted out in denim in support of today's annual *Jeans for Genes Day* campaign. Guests to the iconic attraction in Sydney from Friday 4th to Sunday 6th August will get the chance to see some of their favourite celebrities including Dannii Minogue, Ricky Martin, Curtis Stone and Amanda Keller donning denim as part of a united stance against childhood disease and raise awareness and funds for Children's Medical Research Institute (CMRI).

The impressive line-up of stars wearing denim gave their approval to be re-styled for the weekend in support of Jeans for Genes Day, which has already raised more than \$60 million in support of CMRI.

Madame Tussauds Sydney's General Manager, Mark Connolly, said, "We're excited to show our support for Jeans for Genes Day by dressing some of our most iconic stars in denim jeans, skirts and jackets for the weekend. The money raised via the Jeans for Genes Day campaign makes a significant difference to helping scientists at The Children's Medical Research Institute discover treatments and cures to give every child the opportunity to live a long and healthy life. We're delighted to be on board supporting such a fantastic cause.

"In addition to dressing our icons in denim for the weekend, Madame Tussauds Sydney will be donating \$1 for every visitor to Madame Tussauds Sydney on Friday 4th August, so we encourage you to join the movement and help contribute to raising important funds to cure childhood disease."

Barry Kenyon, National Campaign Manager for Jeans for Genes said, "On the first Friday in August each year, workplaces, schools and streets become a sea of denim in a united stance against childhood disease. This year, we're thrilled to have the support of Madame Tussauds Sydney. The iconic attraction is home to some of the most famous wax figures in the world, and seeing many of our favourite Aussies dressed in denim to help support the cause is fantastic to see.

Every dollar raised on the day helps scientists at Children's Medical Research Institute discover treatments and cures. 1 in 20 children is born with a birth defect or genetic disease. On average, that's one in every classroom."

Children's Medical Research Institute is dedicated to finding ways to treat or prevent childhood cancer, epilepsy, birth defects and genetic diseases in order to create brighter futures for all children, including those who are with us today and those yet to come in to this world.

For every guest to Madame Tussauds Sydney on Friday 4th August, the attraction will donate \$1 to the Jeans for Genes Day cause. The staff at Merlin Entertainments will also be getting behind the cause and wearing denim to raise money for the good cause.

Read the original story here <http://www.eglobaltravelmedia.com.au/the-stars-at-madame-tussauds-sydney-are-supporting-jeans-for-genes-day-this-year-with-a-denim-takeover/>