



## Now Open: Simon Welcomes Madame Tussauds At Opry Mills In Nashville

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### Attraction boosts growing entertainment, dining and shopping offerings at Opry Mills

NASHVILLE, Tenn., April 18, 2017 /PRNewswire/ -- Simon Property Group has announced its [Opry Mills](#) property in Nashville is now the home of the nation's first in-mall [Madame Tussauds](#) wax attraction. The attraction opened its doors to the public Friday, April 14, marking its seventh location in the United States.



Madame Tussauds Nashville is the brand's only music-themed attraction, giving both locals and tourists the chance to walk through the history of American music. Visitors can now see, touch and hear the lifelike figures of 45 musical icons such as Carrie Underwood, Taylor Swift, Stevie Wonder, Johnny Cash, Elvis Presley and many others.

"The Mills and Simon properties offer tourists and locals alike an experience far beyond just shopping, including an array of dining and entertainment options," said Gregg Goodman, president of The Mills, a Simon Company. "We are committed to providing the best entertainment for our guests. Because of this, it was a natural fit to welcome the nation's first in-mall Madame Tussauds to Opry Mills' roster."

Guests can visit Madame Tussauds 365 days a year, Monday through Saturday, 10 a.m. to 9 p.m., and Sunday, 11 a.m. to 7 p.m. Tickets may be purchased in person or online at [madametussauds.com/nashville](http://madametussauds.com/nashville). Packages range from \$19 to \$48.

Madame Tussauds is owned and operated by global leisure giant Merlin Entertainments plc. Other U.S. locations are Hollywood, Las Vegas, New York, Orlando, San Francisco and Washington, D.C. The Nashville location will represent the 22nd Madame Tussauds globally.

The opening of the wax attraction is the kick-off to a spring season full of entertainment and shopping enhancements at Opry Mills. One new dining addition includes the Bavarian Bierhaus, an authentic German restaurant and beer hall, opening in late April. In the 15,000-square-foot restaurant, shoppers will enjoy beer, Oktoberfest fare and the Gemütlichkeit culture all year long.

As the largest outlet and value retail shopping destination in Tennessee, Opry Mills is also adding to its retail roster in the spring, opening athletic stores Champs, Asics and New Balance. These new retailers, combined with existing offerings like Under Armour Factory House and NIKE Factory Store, make Opry Mills the go-to destination for fitness-related apparel.

Shoppers will also have the unique opportunity to experience a moonshine-tasting destination at Distillers of Smith Creek Moonshine, opening in mid-May. With a moonshine tasting and cocktail bar, and a retail store full of bottled shines, apparel, jams, sauces, dry rubs and more, the distillery adds to Opry Mills' entertainment and shopping options.

#### **About Opry Mills**

Opry Mills, the largest outlet and value retail shopping destination in Tennessee, features a great collection of fashion-forward stores such as Polo Ralph Lauren Factory Store, Coach Factory Store, Cole Haan, Saks Fifth Avenue OFF 5TH, Forever 21, Nike Factory Store, Gap Outlet, Lucky Brand Outlet, H&M, and Bass Pro Shops. Shoppers can also enjoy quality dining and entertainment at Madame Tussauds Nashville, Rainforest Cafe, Aquarium Restaurant, Dave & Buster's, and Regal Cinemas Opry Mills Stadium 20 & IMAX. Opry Mills' famous Entertainment Stage and Tennessee Treasures play area further enhance the family shopping experience. *Opening soon: Visitors can soon enjoy authentic German cuisine and beer at the 15,000-square-foot Bavarian Bierhaus.*

Opry Mills is conveniently located 7 miles from downtown Nashville, in Opryland off Briley Parkway at exit 11, and is within walking distance of the Grand Ole Opry and the 2,800-room Gaylord Opryland Resort and Convention Center. Regular hours are 10 a.m. to 9 p.m. Monday through Saturday and 11 a.m. to 7 p.m. on Sunday. For more information on Opry Mills, please call 615-514-1000 or visit [www.oprymills.com](http://www.oprymills.com). Like Opry Mills on Facebook at [www.facebook.com/OpryMills](http://www.facebook.com/OpryMills), and follow us on Twitter [@shOpryMills](https://twitter.com/shOpryMills) and on Instagram [@shOpryMills](https://www.instagram.com/shOpryMills).

### **About The Mills. A Simon Company**

The Mills®, one of Simon Property Group's five real estate platforms, offers a unique brand of shopping with a mix of popular name brand outlets, value retailers and full-price stores, plus family-oriented dining and entertainment concepts. The Mills malls are well-located in major metropolitan markets, and many are recognized as leading tourism destinations. Notable properties include Arundel Mills (Baltimore), Gurnee Mills (Chicago), Grapevine Mills (Dallas), Ontario Mills (Los Angeles), Opry Mills (Nashville), Potomac Mills (Washington, D.C.) and Sawgrass Mills (Ft. Lauderdale/Miami).

### **About Simon**

Simon is a global leader in retail real estate ownership, management and development and an S&P 100 company (Simon Property Group, NYSE: SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit [www.simon.com](http://www.simon.com).

### **About Madame Tussauds Nashville**

Madame Tussauds Nashville attraction is a new interactive wax experience where guests have the unique opportunity to get up close and personal with some of the world's biggest musical icons. Built to honor Music City and its deep roots in America's history, Madame Tussauds will host visitors from across the globe as they enjoy a historical walk through America's musical past and present with vivid scenes supporting the colorful cast of figures. Conveniently located within Opry Mills, the star-studded attraction opened April 14, 2017. Visit [www.madametussauds.com/nashville](http://www.madametussauds.com/nashville) or the attraction's Facebook page, [www.facebook.com/mademetussaudsnashville](https://www.facebook.com/mademetussaudsnashville), for more information.



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PR Contact: Maria Weber, (317) 263-7191, [Maria.weber@simon.com](mailto:Maria.weber@simon.com); Amanda Gambill, (615) 259-4000, [oprymills@mpf.com](mailto:oprymills@mpf.com); Madame Tussauds Nashville, Quinn Kaemmer, (615) 645-4320, [quinn@reedpublicrelations.com](mailto:quinn@reedpublicrelations.com)