



PRESS RELEASE

CHAPLIN'S WORLD BY GRÉVIN CELEBRATES ITS FIRST ANNIVERSARY

The Museum has already welcomed close to 300,000 visitors.

Corsier-sur-Vevey, March 21, 2017 – A year has passed since the official opening of Chaplin's World By Grévin, on April 16, 2016. The museum, dedicated to the life and work of Charlie Chaplin, has found its audience, and become a sponsor for key players in the area. It's time to reflect on this year of achievements, exchanges, and celebrity sightings.

In its first year, Chaplin's World By Grévin has hosted visitors from all over the world. People of all ages and 75 nationalities have rubbed shoulders to visit Charlie Chaplin's last home – the Manoir de Ban at Corsier-sur-Vevey, by Lake Geneva – and the large Hollywood-style studio located in the grounds of the estate. The positive reactions of the general public, and those of the national and international press, are extremely encouraging for the future.

GLOBAL OUTREACH FOR THE REGION

Reporters from more than thirty countries have already visited the museum, and media response to its opening has shone a clear spotlight on the region: "The phenomenal enthusiasm of the press for Chaplin's World really helped promote the destination on an international scale, contributing to a 7% increase in overnight stays on the Montreux Riviera in 2016," Christoph Sturny, Head of Montreux-Vevey Tourism, explains.

A few months after it opened, Chaplin's World By Grévin was honoured to receive the Swiss Tourism Award of Excellence in Bern, and the British Guild of Travel Writers Award in London. It was also nominated for a Swiss MICE Award in Zurich in the 'Events: Unusual Sites' category.

WHAT'S NEW FOR VISITORS

Chaplin's World By Grévin welcomes visitor feedback in order to improve their experience and the site's amenities. In addition to providing information in three languages (English, French, and German), the museum is developing a new application that will make the visit easier to understand for an even greater variety of visitors (available in Italian, Spanish, Portuguese, Chinese, Russian, Arabic, and Japanese).

To sustain visitors' interest, Chaplin's World is also planning a series of cultural events and activities for people of all ages. In this regard, Charlie Chaplin's vibrant heritage offers bright prospects.

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CELEBRITIES AT THE MANOIR

Chaplin's World By Grévin has welcomed an array of stars, curious to witness the Manoir's transformation. Sophia Loren, back some forty years after her last visit, was extremely moved to discover the site, alongside her stepdaughter, actress Sasha Alexander. French-speaking celebrities from the media and the arts who had a wonderful time here include actors Pierre Richard, Anne Parillaud, Jamel Debbouze, Valérie Lemercier, Vincent Perez and Pierre Santini, singers Francis Cabrel and Bastian Baker, lyricist Luc Plamondon, and TV personality Nelson Monfort. The Manoir also receives regular visits from members of Chaplin's family, who are always happy to return to this place dedicated to the memory of their father or grand-father.

**FIRST ANNIVERSARY CELEBRATIONS AND
WORLD RECORD TRIBUTE TO THE TRAMP**

To mark the first anniversary of Chaplin's World By Grévin, and Charlie Chaplin's birthday, the museum is planning to set the record for the world's largest gathering of people dressed as The Tramp, on April 16, 2017. The event will be carried out under the supervision of Mr. Marco Breitenmoser, an adjudicator in Geneva.

To reward people dressing up on this Easter Sunday, a big Easter-egg hunt with hundreds of prizes (including hotel nights, meals, hot-air-balloon flights, museums tickets, and many more) will be held in the park, Chaplin-family-style.

PRACTICAL INFORMATION

Children and adults: CHF 15.-
Free admission for children under 3.

Entrance fee includes Tramp kit (moustache, cane, and bowler hat), participation in the egg hunt (restricted to those wearing the required costume, per rules and regulations), and entrance to the museum.

Limited to 600 pax.

Tickets may only be purchased online at chaplinsworld.com, or from the Chaplin's World ticket office (sales close April 13, 2017, at 11:59 pm)

The day of festivities will feature activities for all visitors, whether or not they are in fancy dress.

A picture gallery will be posted online at www.chaplinsworld.com on 16th April 2017. Follow-up information about the record will also be sent to you.

ANNIVERSARIES 2017

Death of Charlie Chaplin (1977), 40 years | **Easy Street** (1917), 100 years

Monsieur Verdoux, (1947), 70 years | **Limelight** (1952), 65 years

A King in New York (1957), 60 years



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ABOUT CHAPLIN'S WORLD BY GRÉVIN

Nestled between a lake and the surrounding mountain range, five minutes from Vevey, in Switzerland, Chaplin's World By Grévin is a fun museum dedicated to Charlie Chaplin, the man and the artist. Designed by Philippe Meylan and Yves Durand, with support from Genii Capital, and stage designed by the Confino Agency and By Grévin, it provides entertainment and culture for the general public. It's also a cult place for film-lovers and Chaplin fans. The great man's sense of humour and emotion, which won the hearts of audiences worldwide, is displayed over 3,000 sq m of themed trails, at the Manoir de Ban – Chaplin's home for almost twenty-five years – and its Hollywood-style studio. Chaplin's World is the fourth international site developed by Grévin.

ABOUT COMPAGNIE DES ALPES

Launched in 1989, Compagnie des Alpes has established itself as a leading player in the European leisure industry, and as the tenth biggest player in the world. It currently operates eleven of the world's biggest ski resorts (including Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Méribel, Les 2Alpes, and Serre-Chevalier) and thirteen of Europe's most distinctive leisure parks (including Parc Astérix, Grévin, Walibi, and Futuroscope). The company has experienced steady growth in Europe (in France, The Netherlands, Belgium, and Germany, notably) and, more recently, on a global scale with the opening of Grévin Montreal in April 2013, Grévin Prague in May 2014, Grévin Seoul in July 2015, and design and contracting support services in Russia, Morocco and Japan. With nearly 5,000 collaborators, Compagnie des Alpes creates exceptional leisure activities for everyone, with a strong identity. For more information, please visit www.compagniedesalpes.com

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