

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands all set to host the inaugural Social Star Awards *Celebrating the social world with a dazzle of celebrities at MasterCard® Theatres*

Singapore (22 May, 2013) – Marina Bay Sands is all set to host the first-ever Social Star Awards at the MasterCard® Theatres which will be streamed 'live' globally on YouTube from Singapore on 23 May.

The three-hour Social Star Awards show, co-hosted by Hollywood actors Jessica Alba and Jeremy Piven, will honour 12 international superstars. Some of the award categories presented on the night include "Most Popular Actor", "Music Group", "Solo Artist", "Sports Team" and "Film". The biggest award of the night "THE ALMIGHTY" will be given to the most popular celebrity or brand across all countries and categories.

The event will be a culmination of 24 hours of live awards, which will begin online on 22 May and will include 288 categories spanning different countries worldwide, awarded to the most popular personalities and brands in fields such as music, movies, television, sports and games.

The Social Star Awards promises an electrifying line up of international celebrities including American rock icons Aerosmith, soul-pop singer CeeLo Green, global phenomenon, PSY, Canadian breakout pop star Carly Rae Jepsen, popular dance-pop act LMFAO's Sky Blu and Asian girl group Blush.

Members of the public will get an exclusive opportunity¹ to see the stars up-close at the Sands Expo and Convention Centre porte cochere (driveway) from 7:00pm where the stars will walk the red carpet. Among those walking the red carpet are the likes of legendary rock band Aerosmith, Star Trek actor George Takei, R&B singer Eric Benet, house music DJ Seb Fontaine, YouTube stars Marquese Scott, TummyTalk and Ryan Higa as well as the hosts of the Social Star Awards- Jeremy Piven and Jessica Alba.

Transportation

With fans from Singapore and around the globe coming to Marina Bay Sands MasterCard® Theatres to catch a glimpse of the international stars, members of the public are advised to take public transport or to carpool.

¹ Please note this is subject to space availability on day of event

Train commuters can arrive directly at Marina Bay Sands via Bayfront MRT station (CE2, Exit B, C, D, E) along the Circle Line Extension. This brings visitors directly to The Shoppes at Marina Bay Sands, within which the MasterCard[®] Theatres are located.



*The red carpet will be held at the Sands Expo and Convention Centre Porte Cochere (indicated in Red)
The Social Star Awards will be held at the MasterCard Theatres (Indicated in Green)*

Bus commuters should take note that the bus stop in front of Sands Expo and Convention Centre will be temporarily closed from 4:00pm to 9:00pm on 23 May. SBS Transit Services 97 and 133 as well as SMRT bus service 106 will bypass the bus stop during this period and the next stop for buses will be at the Shoppes. Operations at the Sands Expo and Convention Centre bus stop will resume after 9:00pm. Guest access to the convention centre during this time will be through the entrance at The Shoppes.

The next-nearest **taxi** drop-off and pick-up point is at the Casino entrance, which is a 5-minute walk to the MasterCard[®] Theatres.

Visitors can also choose to arrive in style via a **water taxi** from Singapore River Cruise or Singapore River Explorer with docks located along popular destinations like Merlion, Esplanade, Promenade, Clifford Pier, Clarke Quay and Boat Quay.

Carpark lots at Marina Bay Sands are limited during peak hours. The self-drive lots are accessible via the South Entrance located at Sands Expo and Convention Centre, the North Entrance accessible via Bayfront Avenue theatres and Hotel Tower 3. At Hotel Tower 1, as well as the Casino, only valet parking is available.

Alternatively, drivers can park at Wilson Carpark located on Bayfront Avenue. Drivers can park their vehicle and walk over to The Shoppes at Marina Bay Sands which is five minutes away.

Crowd Control

For safety and security, Auxiliary Police officers and event security officers will be deployed for crowd and traffic control duties. The public is advised to note that Auxiliary Police Officers and Event Security Officers will be regulating the number of people into the red carpet public viewing area.

Due to the large crowd anticipated, dispersal is expected to be slow after the awards show. Members of the public are advised to exercise tolerance, to cooperate with and follow the instructions of the Auxiliary Police and Event Security Officers. Crowd control barricades and directional signs will be put up to facilitate safe and orderly crowd dispersal.

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About Starcount

Starcount is the definitive global popularity leaderboard, ranking the world's top celebrities and stars based on their popularity and fan engagement, to produce the ultimate social media chart. It shows the social media ranking of stars across thousands of countries and categories. Starcount uniquely aggregates and charts popularity and engagement of 1.7bn people's social media activity across the 11 biggest social media networks in the world every day. These networks are: *Facebook, Twitter, Google+, YouTube, Sina, Tencent, Youku, Renren, Mixi, Orkut & Vkontakte.*

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

For Media Enquiries

Sarina Pushkarna (+65)6688 0013/ sarina.pushkarna@marinabaysands.com
Gayathri Ramasamy (+65)6688 1407/ gayathri.ramasamy@marinabaysands.com