



For immediate release

Laugh You Long Time: First all-Asian female stand-up comedy happening in Singapore to break Asian stereotypes
Comedians from different cultures will give a unique female take to subvert certain stereotypes

Singapore, February 10, 2017 – One of Asia Pacific’s leading presenters of live entertainment, Base Entertainment Asia, is bringing international queens of comedy to Singapore for the first time ever at The MasterCard Theatres at Marina Bay Sands for Laugh You Long Time, a comedy performance that seeks to break stereotypes that typically surround Asians with their comic take on love, life and everything in between.

Laugh You Long Time is a rare showcase of an all-Asian female stand-up comedy that will give audience a chance to hear stories not only from the female perspective but also from the diverse backgrounds of each comedian. Audience of the show will have the opportunity to interact with the comedians, play games and win attractive prizes.

Laugh You Long Time producer Joanne Kam said, “I think it is important that we as Asians laugh at ourselves, not in a bad and malicious kind of a way but as acceptance of our diversity and understanding each of our characteristics that will only help us in unifying our differences. Comedy is the best way to relay these kinds of stereotypes because comedy makes us feel at ease with ourselves and once you laugh out loud, even the most serious of statements is made more acceptable.”

The stellar line-up for the show will feature Singapore’s versatile chameleon of comedy Michelle Chong, who will be making her debut as a stand-up comedy host and showcasing a totally new and special character created specifically for this show. It was also have Sharul Channa whose fiery mouth knows no boundaries. Taking the stage from the international comedy scene is the Los Angeles-based co-founder of Disoriented Comedy - a comedy festival that champions, highlights and gives a platform to Asians in comedy in the United States of America, Jenny Yang. Joanne Kam herself, who is Malaysia’s queen of comedy, will be presenting her in your face humour which will leave the audience floored.

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The three women will be addressing different topics that are close to their hearts – from how Asians are perceived in the western world, how the older and younger generation interacts with each other to dating dramas and diet tragedies.

Laugh You Long Time is an observational comedy, which is a form of humour based on the commonplace aspects of everyday life.

Kam added, “The performers are preparing for the show by studying and observing what is going on not only in Asia but also what is trending in Asia. In their local humour, the comedians are also studying behaviour patterns within the community to find the funny elements that surrounds us in our everyday life.”

The international comedy scene, till recently, was not only largely dominated by men but had a few Asians in their line-ups. But the last six years have seen an increasing number of Asian female comedians taking to the stage and having a voice through comedy.

Chief Executive Officer of Base Entertainment Asia Chantal Prudhomme said, “It is was important for Base Entertainment Asia to bring Laugh You Long Time to Singapore because it is an all-Asian female stand-up comedy and it reflects the presence of Asian women in the workforce, everyday life, basically where women are now which is a breakthrough.”

It has been estimated that there are at least six regular weekly comedy nights being held at clubs and pubs in Singapore and with international comedians making the city-state one of their regular stops on their regional tours, Prudhomme wants Base Entertainment Asia to support the local emerging talents.

She added, “It is the first time that Base Entertainment Asia is bringing a comedy show to Singapore. It is very important to us to open doors not just to international acts but local shows, by giving them a platform to showcase their talent. Of course, all this while ensuring that it is great content from the best, with top quality.”

Laugh You Long Time will be premiering in Singapore on April 20 and tickets are from SGD45, excluding SGD4 for booking fees. Tickets are available at www.MarinaBaySands.com/ticketing, www.MarinaBaySands.com/ticketing and <http://www.sistic.com.sg/events/laugh0417>.

EDITOR’S NOTE:

Season Details

Laugh You Long Time

Season: From 27 April 2017

Venue: MasterCard Theatres at Marina Bay Sands

Cast: International Cast

Rated: NC16

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Performance Times:

Thursday, 20 April 2017 – 8PM

Friday, 21 April 2017 – 8PM

Saturday, 22 April 2017 – 8PM

Ticket Price:

Cat 1, VIP – SGD135

Cat 2, A Reserve – SGD115

Cat 3, B Reserve – SGD85

Cat 4, C Reserve – SGD65

Cat 5, D Reserve – SGD45

**Excludes booking fee of SGD4 per ticket*

For bookings via:

Internet: www.MarinaBaySands.com/ticketing or www.sistic.com.sg

Phone: +65 6688 8826

In-person at: Marina Bay Sands Box Offices (Museum, Theatres, SkyPark, Retail Mall and Hotel Tower 1 Lobby).

For more information please log onto - www.MarinaBaySands.com/ticketing

For exciting ticket package options including accommodation at Marina Bay Sands please visit: www.marinabaysands.com/packages

About Base Entertainment Asia:

Base Entertainment is a live entertainment company with offices New York, Las Vegas, Houston and it opened its Asia headquarters in Singapore in 2010. Base Entertainment Asia has since become one of Southeast Asia's leading presenters of live entertainment. It is the resident developer, producer, programmer and manager of live entertainment at Singapore's MasterCard Theatres at Marina Bay Sands. The company has presented over 150 of the world's most recognised shows of varied genres:

- Musicals - the Phantom of the Opera, Disney's The Lion King, Wicked, Jersey Boys, CATS, My Fair Lady, Annie, Mamma Mia!, The Sound of Music, Blue Man Group
- Stage magic- The Illusionist
- Circus – Le Noir, Cirque Adrenaline, Cirque Eloize
- Concerts - Michael Bolton, Bjorn Again, Cliff Richard, AR Rahman, Air Supply, Elvis Costello

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- Performing arts - Cavalia
- Classical concert – The Music of John Williams
- Ballet – Ballet Gala
- Children – Disney Live, Hi-5

In 2016, Base Entertainment Asia launched BasXclusive, the client services and group sales division.

Along with supporting international content, it is part of Base Entertainment Asia's on-going efforts to give Asian content a platform to showcase their talent – Kabuki (Ebizo, Takizawa), Cai Xiao Hu, Kit Chan, The Lee Kuan Yew Musical and more. In 2016, Base Entertainment Asia started its arts education, the Applause Program. The company collaborated with leading arts and entertainment talents from around the world to develop the Musical Theatre Workshop for Singapore's aspiring artists. The Musical Workshop is not only an opportunity for performers to refine their skills but also for anyone with a passion for the arts to learn skills for being on stage and to meet others who share the same passion and interest. Base Entertainment Asia conducts these workshops annually.

Base Entertainment Asia pursues a 360-degree approach in its consideration of entertainment property production and development - creative value, audience appeal, differentiation of product, assessment of market competition, anticipated show performance, commercial viability and investment yield. Base Entertainment Asia regularly consults on entertainment properties and productions across the globe and has capabilities of managing entertainment venues worldwide. For more information please visit www.BASEentertainmentAsia.com

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

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About MasterCard (NYSE: MA):

www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter **@MasterCardAP**, join the discussion on the **Cashless Pioneers Blog** and **subscribe** for the latest news on the **Engagement Bureau**

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