



London, Friday 25 February 2011

Public tickets for the Olivier Awards 2011 go on sale

A unique opportunity to attend the star-studded Olivier Awards with MasterCard will be given when several hundred tickets go on sale to the general public at 10am on Tuesday 1 March.

The most glamorous and highly anticipated event in the theatrical calendar will take place on Sunday 13 March at London's historic Theatre Royal Drury Lane. The last time that public tickets were available for the event was in 2000 when the Awards were at the Lyceum Theatre.

As part of the Society of London Theatre's new partnership with MasterCard, there will be two ways for the public to purchase tickets in the theatre's Balcony and Upper Circle. Tickets priced at £25, £45 and £65 can be purchased online with MasterCard at www.olivierawards.com (via our ticketing provider See Tickets, booking and transaction fees apply), or in person at the **tkts** ticket booths in Leicester Square and Brent Cross using MasterCard (no booking fees), cash or Theatre Tokens.

All public ticket holders will be given a complimentary brochure on arrival, with champagne served in the interval. The auditorium will open at 5pm and the audience will be given the opportunity to view the red carpet arrivals via large screens on stage until the ceremony begins shortly before 6pm. The dress code is Black Tie or smart dress, and more detailed event information will be given with the tickets.

The Society of London Theatre (SOLT) recently announced plans for the revitalisation of the Olivier Awards. A strategic three-year partnership with MasterCard will provide major investment in the development of the global profile of the Olivier Awards, underlining London's status as the world centre for theatre.



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Notes to Editors:

The Olivier Awards 2011 with MasterCard

Theatre Royal Drury Lane London WC2

Sunday 13 March 5 pm

www.olivierawards.com

The Olivier Awards were established in 1976 to recognise distinguished artistic achievement in London theatre. In 1984 Lord Olivier agreed to have his name associated with them in 1984. The bronze Laurence Olivier Award, designed by the sculptor Harry Franchetti, representing the young Laurence Olivier as Henry V at the Old Vic in 1937, is presented to each of the winners.

About MasterCard Worldwide:

As a leading global payments company, MasterCard Worldwide prides itself on being at the heart of commerce, helping to make life easier and more efficient for everyone, everywhere. MasterCard serves as a franchisor, processor and advisor to the payments industry, and makes commerce happen by providing a critical economic link among financial institutions, governments, businesses, merchants, and cardholders worldwide. In 2010, \$2.7 trillion in gross dollar volume was generated on its products by consumers around the world. Powered by the MasterCard Worldwide Network – the fastest payment processing network in the world – MasterCard processes over 23 billion transactions each year and has the capacity to handle 140 million transactions per hour, with an average network response time of 140 milliseconds and with 99.99 percent reliability. MasterCard advances global commerce through its family of brands, including MasterCard®, Maestro®, and Cirrus®; its suite of core products such as credit, debit, and prepaid; and its innovative platforms and functionalities, such as MasterCard PayPass™ and MasterCard inControl™. MasterCard serves consumers, governments, and businesses in more than 210 countries and territories. For more information, please visit us at www.mastercard.com. Follow us on Twitter: @mastercardnews.