

TNT and TBS expand digital and social media experience for 22nd Annual SAG Awards®

Friday, January 22, 2016



TNT and TBS Expand Digital and Social Media Experience for 22nd Annual Screen Actors Guild Awards®

SAG Awards® Red Carpet Pre-Show to Stream Live on sagawards.tntdrama.com, sagawards.org and People.com

Saturday, Jan. 30, Beginning at 6 p.m. (ET)/3p.m. (PT)

Social Media Ambassador and Team of Influencers, Artists, Illustrators and More To Provide Exclusive, Behind-the-Scenes Access to Star-Studded Ceremony Using [#sagawards](https://twitter.com/sagawards)

Amy Poehler's Smart Girls Initiative on Twitter [#SmartGirlsAsk](https://twitter.com/SmartGirlsAsk) to be Featured on the Red Carpet

TNT and TBS are set to expand the digital and social media experience surrounding the **22nd Annual Screen Actors Guild Awards®**, making this year's ceremony the most digitally connected yet. As in past years, the networks are once again teaming up with **People.com** to present a live webcast of the **SAG Awards Red Carpet Pre-Show**, leading into of the live simulcast of the **SAG Awards®** from the Shrine Auditorium on **Saturday, Jan. 30**. The networks will also have a team of social media influencers to provide behind-the-scenes play-by-play before and during the ceremony using **#sagawards**. Added to the mix this year will be **Amy Poehler's Smart Girls** initiative - **#SmartGirlsAsk** - a partnership with Twitter that aims to elevate award show chatter by incorporating more meaningful questions on the red carpet; and real-time images from a variety of online illustrators and artists.

The SAG Awards Red Carpet Pre-Show, hosted this year by *People* deputy editor of entertainment **JD Heyman** and entertainment reporter **Caroline Moderressy-Tehrani**, will feature interviews with nominees, presenters, past recipients and other attendees as they walk the red carpet on their way into the prestigious ceremony. Also included as part of the show, style & beauty director **Andrea**

Lavinthal will provide her insight on red carpet fashion as a contributor. And **SAG-AFTRA President Ken Howard** and **SAG Awards Committee Chair JoBeth Williams** will announce this year's honorees for Outstanding Action Performance by a Stunt Ensemble in a Motion Picture and Outstanding Action Performance by a Stunt Ensemble in a Comedy or Drama Series.

The *SAG Awards Red Carpet Pre-Show* will be webcast on sagawards.tntdrama.com, sagawards.org and People.com on **Saturday, Jan. 30, beginning at 6 p.m. (ET)/3 p.m. (PT)** and will feature the announcement of this year's Stunt Ensemble honorees at 6:15 p.m. (ET)/3:15 p.m. (PT). In addition, the *Red Carpet Pre-Show* will be presented live in **New York** on the **Times Square billboard**, as well as on **10 subway billboards**.

Serving as this year's SAG Awards social media ambassador is **Katie Lowes**, who plays Quinn Perkins on the hit series *Scandal*. Through her Twitter, Facebook and Instagram handles, Lowes will give viewers an inside look at the spectacular event, including updates on the production, presenters, showroom, set design, seating chart, rehearsals and anything else that happens during the crucial days leading up to the show. She will also be posting from the glamorous red carpet on awards night.

Musician, actor and social media comedian **Matt Cutshall** and actress and model **Sunny Mabrey** will serve as SAG Awards social media influencers, building buzz with stories, videos and other posts about this year's ceremony and nominees. In addition, **Katie Rodgers** of **PaperFashion**, **Maris Jones** and artists from **YellDesign** will capture key moments from the night, creating and posting engaging works of art in real time. And *People's* **JD Heyman**, **Andrea Lavinthal** and **Zoe Ruderman** will push out live show updates through their social media handles.

As the evening's nominees and guests make their way down the red carpet, fans will be able to get up close and personal through the new **Twitter Challenger app**, which prompts celebrities to express themselves in any number of ways, such as doing a dance or answering a question. The results are then tweeted out.

A complete list of social media handles for the SAG Awards social media team is included below.

Connect with the SAG Awards Social Media Team

Katie Lowes - Social Media Ambassador for the 22nd Annual Screen Actors Guild Awards

Website: katielowes.com

Twitter: @KatieQLowes

Facebook: @KatieQuinnLowes

Instagram: @ktqlowes

Matt Cutshall

Twitter: @MattJCutshall

Instagram: @mattcutshall

Vine: MattCutshall

Snapchat: ItBoyMatt

Sunny Mabrey

Twitter: @SunnyMabrey

Facebook: SunnyMabreyOfficial

Instagram: @sunnymabrey

Vine: SunnyMabrey

Katie Rodgers

Website: paperfashion.net

Twitter: @paperfashion

Facebook: paperfashion

Instagram: @paperfashion

Maris Jones

Twitter: @themarisjones

Instagram: @themarisjones

Vine: MarisJones

Snapchat: marisejones

Yell Design

Website: www.yelldesign.com

Twitter: @yelldesign

Instagram: @yelldesign

Vine: yelldesign

JD Heyman

Twitter: @jdheyman

Instagram: @jdheyman

Caroline Moderressy Tehrani

Twitter: @CarolMT

Facebook: caroline.modarressytehrani

Instagram: @caro_mt

Andrea Lavinthal

Twitter: @andilavs

Instagram: @andilavs

Zoe Ruderman

Twitter: @ZoeMarianna

Instagram: @zoemarianna

About the 22nd Annual Screen Actors Guild Awards®

The **22nd Annual Screen Actors Guild Awards®** presented by SAG-AFTRA with Screen Actors Guild Awards, LLC will be produced by Avalon Harbor Entertainment, Inc. and **simulcast live on TNT and TBS on Saturday, Jan. 30, 2016 at 8 p.m. (ET) / 5 p.m. (PT)**. TBS and TNT subscribers also can watch through the networks' websites and mobile apps. In addition, TNT will present a primetime encore of the ceremony immediately following the live presentation. The telecast is available internationally, including to U.S. military installations through the American Forces Network. For more information about the SAG Awards®, SAG-AFTRA, TNT and TBS, visit sagawards.org/about.

Honorees for outstanding television and film stunt ensemble action performances will be announced from the red carpet during the **SAG Awards Red Carpet Pre-show**, which will be **webcast live** on sagawards.tntdrama.com, sagawards.org and People.com **beginning at 6 p.m. (ET) / 3 p.m. (PT)**.

One of the awards season's premier events, the SAG Awards® celebrate the outstanding motion pictures and television performances from the previous calendar year. Of the top industry honors presented to actors, only the SAG Awards are selected entirely by performers' peers in SAG-AFTRA, which this year number 116,741. The SAG Awards was the first televised awards show to acknowledge

the work of union members and the first to present awards to motion picture casts and television ensembles.

Requests for photos and graphics for the 22nd Annual Screen Actors Guild Awards should be addressed to awardsphotos@sagawards.org.

Connect with the SAG Awards®

Hashtag: #sagawards

Website: <http://sagawards.org>

Facebook: <http://www.facebook.com/sagawardsofficialpage/>

Twitter: <http://twitter.com/sagawards/>

Google +: <http://google.com/+SAGawards/>

Instagram: <http://www.instagram.com/sagawards/>

Tumblr: <http://sagawards.tumblr.com>

Blog: <http://blog.sagawards.org>

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