



## Usher Brings Priceless Surprises to Venice Beach

Our build up to The 2015 BRIT Awards continued this week with global superstar Usher who performed one of the most iconic Priceless Surprises our company has created to date.

The artist, disguised as a street performer, took to Venice beach in Los Angeles to surprise one of his biggest British fans. The fan, who was invited to LA under the guise that she was taking part in a documentary about her idol, got to dance and sing with Usher, making this another perfect example of MasterCard connecting our cardholders to Priceless possibilities in music.

British musicians, [The Kaiser Chiefs](#) and Paloma Faith have already organized memorable Priceless Surprises for their super fans. But the fun for cardholders will not stop there as another global artist will be organizing a special surprise ahead of The 2015 BRIT Awards soon. MasterCard will continue to drive card usage and brand preference with more rewards and experiences for consumers and customers to take advantage of during the night of The 2015 BRIT Awards too.