

celebrity world

By Ferdie Villar

Star Magic at 15 keeps unleashing star power

'Star Magic World Tour' to rock Cow Palace on June 28

THE Filipino Channel (TFC) subscribers, especially in the Bay Area who are fans of the roster of stars of ABS-CBN, can now see their idols live as Star Magic celebrates its 15th anniversary via the *Star Magic World Tour* at the Cow Palace on Sunday, June 28 at 6pm.

Star Magic, used to be called Talent Center, was started in April 1997 by television director Johnny Manahan and ABS-CBN executive Mark Joey Zulueta with the thought of training and managing homegrown talents exclusively for the network. Talent searches were held and those who were chosen from the auditions were mostly trained through the *Ang TV* afternoon shows. *Ang TV* introduced the faces of Claudine Barreto, Jolina Magdangal, Victor Neri, Gio Alvarez, John Prats and the rest of the pre-primetime TV slots. Eventually they opened other talent searches via the Star Circle batches. From the very first few years, stars were made out of Marvin Agustin, Diether Ocampo, Jericho Rosales, Carlos Agassi, Bojo Molina, Baron Geisler, Kristine Hermosa, Bea Alonzo, and of course, Piolo Pascual and John Lloyd Cruz. With the advent of reality shows came *Pinoy Big Brother*, where some notable discoveries were made—Sam Milby, Gerald Anderson and grand *PBB Teen Edition* winner Kim Chiu.

Undoubtedly, Star Magic is the best route to navigate the glamorous but rough road to fame. There were moments when there was a surplus of talents who hardly get work assignments or endorsements, but that did not stop the creative machine to up the ante of making stars out of unknown faces or valiant spirits who opted to open their lives under the scrutiny of the reality search fans and viewers. Some of the talents left their slots and new faces replaced them with different backgrounds and reasons to draw the curiosity and admiration of their followers.

It would be a delight to see the Star Magic/Talent Center alumni to join the new batch and break the network war stigma that limits these talents to work with their other colleagues.

However, it would surely be a big party at the Cow Palace, for this ambitious project to bring the brightest stars would elicit shrieks and applause.

Will it still be John Lloyd Cruz, with his box office performance and remarkable acting moments, who will generate the highest mark, or has his popularity waned with his rumored romantic relationship with the gorgeous Ruffa Gutierrez? Does Piolo Pascual still deserve to be called the ultimate heartthrob or has he lost his appeal to his fans? Is Sam Milby still a hot item after his misalliance with Anne Curtis? Who will be the darlings of the crowd—Bea Alonzo, Shaina Magdayao or Kim Chiu?

Find the answers to these questions and more on June 28 at the Star Magic World Tour! For tickets, please call (408) 605-2790 or log on to www.ticketmaster.com.

Another talent to watch is Arianna, who continues to share her gift of music by singing in major Filipino community events and schools. Arianna is a resident artist of Korusleine Productions and mentored by JM Mercado. She was one of the guest performers at The Angelos, the Philippines' finest quartet, in a concert in San Francisco last May 15.

Fifteen-year-old Arianna also recently performed at the annual Fiesta Filipina Festival. Her upcoming guest appearances will be with Prime Note Ensemble, Saudi Arabia's first Filipino acapella choir on June 29 and 30 in El Cerrito and Brentwood. She will also be a part of a special concert with Celebrity Star Award Entertainer of the Year Divo Bayer at the South San Francisco Auditorium on August 8.

Special thanks to the 60's and 70's Plus Band for providing the live music during the Carnival of Philippine Beauties 2009 at the Cathedral Hill Hotel. Band leader Frank Sityar is proud to say that their group can perform rock and rock to standards that can drive people nuts on the dance floor. ■



A galore of the Philippines' brightest stars will join ABS-CBN's 15th anniversary offering in 'Star Magic World Tour Live' at the Cow Palace in Daly City this Sunday, June 28 at 6:00pm. The concert is produced by Shoe Strings Entertainment headed by Glorino and Marilen Fularon, in cooperation with Berce Enterprises. Shown in photo above are some of the 48 of the biggest stars, including Kristine Hermosa, Sam Milby, Claudine Baretto, Piolo Pascual, Bea Alonzo, John Lloyd Cruz, Angelica Panganiban, Jake Cuenca, Gerald Anderson, Kim Chiu, Pokwang, Diether Ocampo, Roxanne Guino, Nikki Gil, Maja Salvador, Melissa Ricks, Empress Schuck, Jed Madela and Shaina Magdayao.



Singer actress Patricia Javier, known in real life as Genesis Walcher and is now based in San Diego, represented the Philippines in the annual Mrs. Asia USA held at the Alex Theatre in Glendale last June 13. She won as 2nd runner-up, and is shown in photo being crowned by last year's winner, Mrs. Vietnam, Kimberly Vodang.



Arianna, a 14-year-old singer from Pittsburg, will be performing at the concert of Celebrity Star Award Entertainment of the Year Divo Bayer on August 8 at the South San Francisco High School Auditorium along El Camino Real.



Superstar Nora Aunor and Charlie Green, the young crooner discovered in the talent show 'Britain's Got Talent,' are shown with producer Glenda Kennedy, during the 111th Philippine Independence Day Celebration held in San Francisco recently.



Annabelle Guevarra, proprietress of Pampanga Cuisine located in Daly City, recently hosted a Sister Renewnion Party held at the Antioch Cherry Park. Shown in photo are (seated, L-R) Annabelle Guevarra and Dr. Annette Guevarra, (standing, L-R) Aurora, Angeline and Arlene Guevarra.



Eppie Grant, a well known community leader from Burlingame, attended the recent Renewnion of her classmates from Nueva Ecija in Hong Kong. Shown in photo are (L-R) Pressy Belleza, Ms. Grant, Angie Bixley, Tina and Ed Santillan and Atty. Nilo Cayanga.



Fe Hernandez, vice president of the Buri-Buri Filipino American Senior Association, celebrated her 64th birthday last June 18 at the Buri-Buri Social Hall in South San Francisco. Shown in photo are (L-R) Maurice Manas, Diva Tiro, Imelda Canosa, Vic Barba, Fe Hernandez, Catherine Liwanag, beauty impresario Ferdie Villar and Gloria Nielsen.

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