



**** MEDIA ALERT ** MEDIA ALERT ****

**CIRCLE K TEMPE MUSIC FESTIVAL PARTNERS WITH ROGER CLYNE/EAR CANDY
TO COLLECT INSTRUMENTS FOR VALLEY YOUTH**

The 7th Annual Circle K Tempe Music Festival is pleased to announce it has partnered with local non-profit Ear Candy, 501C3 non-profit organization devoted to creating, developing and sustaining music programs for youth, and event performer Roger Clyne and the Peacemakers to collect new and gently-used instrument donations during the festival.

The Tempe Music Festival is encouraging all guests to bring a new or gently-used instrument to the festival on Friday as soon as the gates open at 4:30 p.m. Everyone bringing a donation will get the chance to meet Roger Clyne and the Peacemakers from 5:30 p.m. to 6:30 p.m., just hours before the band performs at the event. The festival also encourages folks to bring instruments on Saturday. Those who do will be entered into a free drawing for Roger Clyne and the Peacemakers and Tempe Music Festival prize packs including merchandise and collectables. All instruments collected during the festival will go directly to Ear Candy and local children who may not otherwise have the opportunity to take part in musical programs. For more information about Ear Candy, please visit www.earcandycharity.org.

“There is no limit to the number of instruments an event-goer can bring – the more the merrier and every little bit counts,” said Ken Koziol, Tempe Music Festival co-founder.

Upon arrival on Friday, all festival ticket holders bringing instruments for donation will be directed to the Ear Candy booth at the event where they can donate their instruments in advance of the meet and greet and/or to sign up for the drawing. If folks arrive after 6:30 p.m. on Friday, they will receive Ear Candy merchandise as well as an entry into the Saturday drawing.

Now in its seventh year, the Circle K Tempe Music Festival has grown to be the largest music festival in Arizona. This year, the event will feature national, regional and local acts including Kid Rock, Roger Clyne & The Peacemaker, The Outlaws, Cowboy Mouth and Pop Evil performing on Friday, April 3 and 3 Doors Down, All American Rejects, Tom Morello: The Nightwatchman (of Rage Against the Machine), MUTEMATH, Shiny Toy Guns, Vayden, Tongue Tied, Wednesday, Red Letter Drive performing on Saturday, April 4.

In addition to the dozens of national acts performing over the weekend, the event boasts a number of sports, musical and kid-friendly attractions as well. These include:

- **The Red Bull Wake Lab** on Tempe Town Lake, the biggest and most innovative wakeboarding event ever created and executed in the state of Arizona. Some of the nation’s best riders along with several Arizona athletes will wakeboard in this revolutionary competition on a course that includes a complex



mix of handrails and transfer rails, along with an elevated pool and wall ride built on Tempe Town Lake;

- The **Red Bull Air Force**, a 12-man team assembled from the most accomplished and experienced skydivers, BASE jumpers and Para gliders on the planet. The team combines for over 130,000 skydives and 5,000 BASE jumps. Throughout the year, they perform more than 60 demos including air shows, NFL football games, NASCAR races, motocross races as well as skydiving and BASE jumping competitions. These all-out wild men have kayaked out of airplanes, ski BASE jumped off a 30-story casino and developed a form of “free flying” that allows the skydiver to fly at speeds close to 340 miles an hour and will do doing demos all weekend long;
- A fully-operational **Circle K** store on-site, with all proceeds from the store going to the United Cerebral Palsy Foundation;
- The **SRP Lil’ Rockers Area** with hands-on interactive instruments and music-related arts and crafts;
- The **SRP Music Shack Stage & Garage Band Competition** where the SRP Garage Band Competition finalists will battle it out to see who will open for major 3 Doors Down and All American Rejects at the festival;
- **Corona Cove**, a traditional beach-themed area between the Historic Mill Avenue Bridges at the waterfront that will have sand volleyball, and Tempe’s own Big Bang dueling pianos as well. The area, presented by Corona, will also allow event-goers a close-up view of the Red Bull Wake Lab Competition;
- **B Lounge presented by the Budweiser Family of Beers**, which will act as the official VIP area of the event and will include free food and drink and giveaways from Budweiser;
- **TMF TV**, an all-access “behind the scenes” interview program occurring live during the festival; and
- **Bud Light Sports Lounge**, which will have plenty of flat screen televisions so festival attendees won’t miss a minute of NCAA March Madness action.

More than 40 food, beverage and retail vendors will also be on-site offering product samplings, giveaways and other promotions all weekend long.

The event is sponsored by Circle K, Live Nation, City of Tempe, SRP, Cox Communications, Red Bull Energy Drink, Desert Ridge Marketplace, Tempe Marketplace, Budweiser, Bud Light Lime, Corona, Michelob Ultra, Jose Cuervo, Coca-Cola, Dr. Pepper, Frito-Lay, Kraft Foods, Barefoot Wines, Ben & Jerry’s, Dose Energy, Mentos, Mike’s Hard Lemonade, Arizona Event Campaign, Inc., Cricket Wireless, Dillard’s, Southern Comfort, NYPD Pizza, Macayo’s Depot Cantina, Cadillac Ranch, Jason’s Deli, Icelandic Glacial, AZ Central, Arizona Republic, College Times, Metromix.com, the Big Bang, Kiss FM, 98 KUPD FM, Mix 96.9 FM, Edge 103.9 FM, 93.3 KDKB FM, The Peak 98.7 FM and Entertainment Solutions, Inc.

TICKETS EXCLUSIVELY AT
LIVENATION.com

Tickets for the 2009 Circle K Tempe Music Festival are available at www.livenation.com, Dodge Theatre Box Office, Tempe Market Place Guest Services or by phone at 1-800-594-TIXX. Two day passes are currently available for \$60.00. Advance tickets are available \$35.00 and will increase to \$45.00 the week of the festival. Special VIP tickets



are available for \$100 each day, for complete information go to www.livenation.com. All dates, acts, attractions and ticket prices are subject to change without notice.

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