



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

Buy a “backstage pass” for a good cause

**CIRCLE K TO GIVE AWAY HARLEY DAVIDSON®,
BACKSTAGE PASSES TO THE CIRCLE K TEMPE MUSIC FESTIVAL**

In celebration of the 7th Annual Circle K Tempe Music Festival, Arizona Circle K Stores and the Peak 98.7 FM are giving people the opportunity to win a Harley Davidson and backstage passes to the festival, with all proceeds to benefit United Cerebral Palsy Foundation (UCP). Over the years, the promotion has helped Circle K to raise more than \$400,000 for the UCP.

From now until March 30, 2009, Circle K Stores across the Valley are encouraging customers to donate \$1 to receive an entry form for their chance to win. Entry forms must be completely filled out and mailed to Circle K, postmarked March 30, 2009 to be eligible to win. The winners will be selected in a random drawing on April 2nd, and will be contacted immediately to receive their prizes. Circle K will give five qualifiers the chance to win the Harley Davidson Motorcycle. Each of them will receive a pair of admission tickets and backstage passes to the festival. Winners of backstage passes must be present at the Circle K Tempe Music Festival on April 4, 2009 to be eligible for the Harley drawing, which will occur live on stage at the event.

Prizes are non-transferable and may not be redeemed for cash. Must be 18 or older, a legal resident of Arizona with a valid driver’s license and ability to show proof of insurance.

About the Circle K Tempe Music Festival:

Two-day passes for the 2009 Circle K Tempe Music Festival are currently available. Patrons will have the opportunity to enjoy three stages of entertainment featuring national, regional and local acts along with activities and attractions for the whole family for only \$60. Kid Rock with Cowboy Mouth, Roger Clyne and the Peacemakers and The Outlaws will perform on Friday, April 3rd. 3 Doors Down, The All American Rejects, Tom Morello: The Nightwatchman of Rage Against the Machine, MUTEMATH and Shiny Toy Guns will perform on Saturday, April 4th.

The Circle K Tempe Music Festival will also host the **Red Bull Wake Lab** on Tempe Town Lake on Friday, April 3 and Saturday, April 4. Red Bull Wake Lab will be 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 Town Lake.



Tempe Beach Park is located at the northwest corner of Rio Salado Parkway and Mill Avenue in downtown Tempe, AZ. For more information about the **2009 Circle K Tempe Music Festival**, please visit www.tempefestival.com or call the information hotline at (480) 970-FEST (3378).

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.

PR CONTACTS:

Event Details/Press Credentials:

Alison Bailin, HMA Public Relations

602-957-8881

abailin@hmapr.com

Artist Inquiries:

Sarita Ray, Live Nation

602-870-5300

SaritaRay@LiveNation.com