



## HMA PUBLIC RELATIONS

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# NEWS

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### **Buy a “backstage pass” for a good cause**

#### **CIRCLE K TO GIVE AWAY BACKSTAGE PASSES, CHANCE TO MEET FERGIE IN HONOR OF THE CIRCLE K TEMPE MUSIC FESTIVAL, UCP**

In celebration of the 6<sup>th</sup> Annual Circle K Tempe Music Festival, Arizona Circle K Stores are giving people the opportunity to win backstage passes to the festival and a chance to meet event headliner Fergie, with all proceeds to benefit United Cerebral Palsy Foundation (UCP). Last year, the promotion helped Circle K to raise nearly \$270,000 for the UCP.

From now until 5 p.m. on March 27, 2008, Circle K Stores across the Valley are encouraging customers to donate \$1 to receive an entry form, this year in the shape of backstage passes, for their chance to win. Entry forms must be completely filled out to be eligible. The winner will be selected in a random drawing on March 28, and will be contacted immediately to receive the prize.

There is no purchase necessary to enter and prizes are non-transferable. Prizes may not be redeemed for cash.

Now in its 6<sup>th</sup> year, the Circle K Tempe Music Festival has grown to be more than music and is the largest music festival in Arizona. This year, the event boasts three stages of entertainment featuring national, regional and local acts including Fergie and My Chemical Romance, and tickets are limited. The Big Bang Dueling Pianos will also have their own stage in the thick of the crowd at this year’s event on both days where they will be entertaining the crowd between sets.

In addition to the 30+ musical acts performing on the three stages over the weekend, the event boasts a number of sports, musical and kid-friendly attractions as well. These include: the Bud Light Sports Lounge with plenty of flat screen televisions so festival attendees won’t miss a minute of NCAA March Madness action; the Gatorade Sports Village with a free interactive sports area that includes foosball, pop-a-shot basketball, air hockey and foose ball; the SRP Lil’ Rockers Area with hands-on interactive instruments and music-related arts and crafts as well as karaoke and a children’s musical museum; the Rockstar Rockin’ Vert Ramp with extreme sports

demonstrations; The Dillard's Rock'n'Roll Fashion Show; the Landshark Lounge; and several interactive media booths.

The event is sponsored by Circle K, the City of Tempe, the Tempe Convention and Visitor's Bureau, Dillard's, SRP, Cox Communications, Arizona State University, Desert Ridge Marketplace, Tempe Marketplace, Gatorade, Budweiser, Landshark Lager, Rockstar Energy Drink, Arrowhead Mountain Spring Water, Southern Comfort, Barefoot Wine, Pepsi, Talk and Go Mobile, Frito Lay, Mentos, the Arizona Republic, College Times, AZ Central, Amp AZ, 104.7 KISS FM, 98.7 The Peak FM, 99.9 KEZ FM, 101.5 JAMZ FM, 103.9 The Edge FM and T.E.A.M.

For more information about the Circle K Tempe Music Festival, please visit [www.tempemusicfestival.com](http://www.tempemusicfestival.com) or call the information hotline at (480) 970-FEST (3378).