



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

CIRCLE K TEMPE MUSIC FESTIVAL ANNOUNCES “MORE THAN MUSIC” ATTRACTIONS

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 Dried Sun, 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, 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.

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