



For Immediate Release

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Arts & Entertainment Weekend in Tempe

Enjoy two of the city's best-loved traditions at the
Tempe Festival of the Arts and the Tempe Music Festival

Tempe, Ariz. – The 31st Annual Spring Tempe Festival of the Arts and the 6th Annual Circle K Tempe Music Festival will provide a cultural playground from March 28-30 in Tempe.

The activities are coinciding once again, prompting Mayor Hugh Hallman to declare it Arts & Entertainment Weekend in Tempe. Thousands will flock to Tempe Town Lake and the Mill Avenue District for both events. For bus detours and street closures/restrictions, visit www.tempe.gov/tim and click on "Street Restrictions" on the top navigation bar.

About the Circle K Tempe Music Festival

The Circle K Tempe Music Festival, Arizona's largest music festival, will be held March 28-29 at Tempe Beach Park and will include performances by more than 30 bands like Fergie, My Chemical Romance, the Meat Puppets, Puddle of Mudd, Eve 6, the Gin Blossoms, Cowboy Mouth, the Chris Parker Project and more. The full lineup is available at www.tempemusicfestival.com.

In addition to musical performances on three stages, the event boasts a number of sports, musical and kid-friendly attractions: a sports lounge with flat-screen TVs tuned to NCAA March Madness action; the Gatorade Sports Village with a free interactive sports area; the SRP Lil' Rockers Area with hands-on instruments and music-related arts and crafts; the Rockstar Rockin' Vert Ramp with extreme sports demonstrations; the Dillard's Rock'n'Roll Fashion Show; and more.

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Arts & Entertainment Weekend (cont.)

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.

Tickets are limited and available at www.ticketmaster.com. For more information about the Circle K Tempe Music Festival, please visit www.tempemusicfestival.com or call 480-970-FEST (3378).

Members of the media can call Alison Bailin from HMA Public Relations for event details and press credentials. She is available at 602-957-8881 or abailin@hmapr.com.

About the Tempe Festival of the Arts:

Held twice a year in the Mill Avenue District, the Tempe Festival of the Arts generates more than \$11 million in economic impact to the City of Tempe, and drives destination tourism.

More than 400 artists and crafts persons will display and sell their original visual art in the street-festival atmosphere of the Mill Avenue District. They were chosen by jury to participate in the three-day festival, representing 16 visual art categories that range from digital photography to woodworking to jewelry to painting. Highlights include:

- Michael Ezzell, from Laguna Beach, California, is 2008's Spring Tempe Festival of the Arts Featured Artist. Ezzell's 7-foot-long, ceramic *Apocalyptic Garfish* has been chosen as the official art piece for the spring festival's promotional materials.
- In partnership with the Arizona Wine Growers Association, the Tempe Festival of the Arts will host the Arizona Wine Festival again. There is a charge for admission to the wine tasting area, and all patrons must be at least 21.
- The Qwest Main Stage will once again host many of Valley's favorite bands, ranging from the blues to reggae. There will also be a live jazz stage inside the Arizona Wine Festival that will feature popular jazz and R&B vocalists.
- Kids Innovation Station, presented by APS, provides art education and entertainment for children. Located on the south side of Fifth Street, just west of City Hall, this hands-on experience is presented in collaboration with the ASU Art Museum and Herberger College for Kids.

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Arts & Entertainment Weekend (cont.)

Festival patrons can use a free parking and shuttle service available at Rio Salado Parkway and Hardy Drive, between Ash Avenue and Priest. Shuttle hours are 8 a.m. to 8 p.m.

The Tempe Festival of the Arts is produced by the Downtown Tempe Community, Inc., the private, non-profit organization that manages the Mill Avenue District and is responsible for the vibrancy and excellence of the cultural, lifestyle, and commerce experience in the District. Spring Tempe Festival of the Arts sponsors include APS, *The Arizona Republic*, Casino Arizona, Centerpoint Condominiums, Arizona State University, American Laser Centers, City of Tempe, Coca-Cola, Qwest, Renewal by Andersen, KMLE 107.9, KOOL 94.5, KTAR-AM, The Peak, First Impressions Security Doors, Hill's PetFit Tour, The Edge, Toyota Mobile Hybrid Experience, Town & Country Foods, Zone Perfect, SRP Earthwise Energy, Strategic Alliance Marketing, and Verde Canyon Railroad.

For complete listings of artists, performers and schedules, visit www.tempefestivalofthearts.com.

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