**\*\*\* MEDIA ALERT \*\*\* MEDIA ALERT \*\*\* MEDIA ALERT \*\*\***

**The Band Perry To Perform at Chinook Centre’s New Microsoft Retail Store Grand Opening**

**WHEN:** 7:00 p.m. MDT on Friday, Aug. 15

**WHERE:** Microsoft Store: 6455 Macleod Trail SW, Calgary, AB T2H 0K8

 Concert: 10 Corral Trail Se Calgary, AB T2G 2W1 (Stampede Calgary inside the Stampede Corral)

**WHAT:** In celebration of the opening of Microsoft’s retail store at Chinook Centre, **Microsoft is sponsoring a special performance by The Band Perry on Friday, Aug. 15.** Customers who come to the Microsoft store grand opening ceremonies at 10:30 a.m. on Thursday, Aug. 14 have a chance to receive free tickets to the special performance on Friday.

Microsoft Stores offer an assortment of best-in-class products, including Windows 8.1 PCs, tablets, Windows Phones, Xbox One, Microsoft Office 365 and more. Customers also receive end-to-end service with an Answer Desk and knowledgeable staff to answer questions, make recommendations, and help with PC setups and other services, so they can walk out the door with a product that’s ready to run.

In 2009, Microsoft Corp. opened its first Microsoft retail store in Scottsdale, Ariz. Since then, Microsoft has opened more than 100 retail locations and welcomed 400 million customers to our full line, specialty and online Microsoft retail store properties in more than 200 markets worldwide.

B-roll of past store openings are available for download from Microsoft News Center: [http://www.microsoft.com/presspass/presskits/retailstores](http://www.microsoft.com/presspass/presskits/retailstores/)

**For more information** about Microsoft retail stores or to make arrangements for an interview, please contact microsoftstorepress@assemblyinc.com.

*\*\*Please note there will be no media access to the special performance by The Band Perry on Friday\*\**

**Media Highlights for Microsoft Retail Store Grand Opening**

**Wednesday, Aug. 13**

**9 –11 a.m. MDT – Media Preview Tours**. Special sneak peek inside the store the day before it opens to capture photos, b-roll and to interview local store managers.

**Thursday, Aug. 14**

**10:30 a.m. MDT – Grand Opening Ceremony.**Join Microsoft for a ribbon-cutting ceremony where we will present software grants to several local community organizations. In addition, the first 2,000 people in line, at minimum, will receive two tickets to The Band Perry concert.

**11 a.m. MDT – Doors open!** **Microsoft plans a full day of celebration.** Microsoft will host giveaways, provide free The Band Perry concert tickets and customers can take advantage of great deals on PCs, Windows Phones, Xbox releases and more.

**Friday, Aug. 15**

**5 p.m. MDT – Gates open for a special performance by The Band Perry.** Ticket holders will be allowed to enter Stampede Corral, standing room only. Customers who come to the Grand Opening Ceremonies early on Thursday morning have a chance to receive free tickets to the performance on Friday.

**7 p.m. MDT – The Band Perry concert begins!**

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