**MEDIA ADVISORY**Wal-Mart Stores Inc.
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**Sept. 26, 2011 For immediate release**

**WAL-MART HOSTS “HOEDOWN FOR THE HOMELESS” FUNDRAISER WITH SINGER TAYLOR SWIFT**

**WHAT:** Country music starTaylor Swift and Wal-Mart Stores Inc. CEO Mike Duke will attend the western-themed” Hoedown for the Homeless” fundraiser with to help the victims of an apartment fire at State College Park Apartments. State College Walmart Supercenter employees plan to raise about $3 million for the victims. It will feature a benefit concert by country singer Taylor Swift, line dancing, a karaoke contest, food, games, and small carnival rides and activities.

 Carnival tickets are $20 18+, $10 for children 10-17 and senior and disabled citizens. Concert tickets are $50 and available at any Walmart store.

**WHEN:** 10 a.m.-9 p.m., Oct. 2, 2011
Karaoke contest will begin at 2 p.m.
Taylor Swift concert will begin at 6 p.m.

**WHERE:** Parking lot ofState College Walmart Supercenter #1640 (carnival and activities)1665 N Atherton St, State College, PA 16803
(At the intersection of North Atherton and Vairo Boulevard.)

Penn State Rec Hall (concert)
300 Burrows St., University Park, PA 16802
(At the intersection of Burrowes and Curtin Road)

**WHO:** Taylor Swift, country singer
William Frantz, Manager, Wal-Mart Stores Inc.
Mike Duke, CEO, Wal-Mart Stores Inc.
Elizabeth Goreham, Mayor, State College
Keith Yocum, Alpha Fire Department Chief, State College
Firefighters, Fire Department, State College
Employees, State College Walmart Supercenter #1640, State College

**-MORE-**

**TAYLOR SWIFT, FUNDRAISER, Add 1**

**WHY:** Proceeds of the contest and event will be donated directly to families and tenants of State College Park Apartments whose homes were destroyed by a fire in the form of Wal-Mart and Sam’s Club gift cards.

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