



WALMART NW ARKANSAS CHAMPIONSHIP PRESENTED BY P&G

BRINGS DIERKS BENTLEY TO THE WALMART AMP IN ROGERS, AR

Tickets are now available www.arkansasmusicpavilion.com, or 479-433-5600

ROGERS, AR (April 21, 2014) – As part of LPGA week in Northwest Arkansas in late June, popular country artist Dierks Bentley will perform at the new Walmart Arkansas Music Pavilion (AMP) in Rogers on Saturday evening, June 28. Tickets for the concert will be \$8.00 and parking will be free, and 100 percent of concert proceeds will benefit local charities.

According to tournament officials, the Walmart AMP will open at 6 p.m. for the concert with local Fayetteville band Backroad Anthem opening the evening's proceedings followed by Dierks Bentley.

“The mission of our tournament from day one has been to help improve and complement the quality of life in Northwest Arkansas, so providing a top concert event that benefits local charities along with world class professional golf over the weekend further reinforces that mission,” said Jay Allen, Tournament Chairman.

“Walmart’s sponsorship of both the AMP and the Northwest Arkansas Championship are important elements of giving back to the local community and enhancing the quality of life in our home region. We are delighted to tie the two events together, and look forward to seeing community golf and music fans come together to enjoy a week of festivities at Pinnacle Country Club and the Walmart AMP,” said Gisel Ruiz, Executive Vice President, Chief Operating Officer, Walmart US.

Allen added that other artists that have headlined the community concert during LPGA week in the past include Huey Lewis and the News, Travis Tritt, Smashmouth, Three Dog Night, and Kenny Loggins.

RESOURCES

Website www.nwachampionship.com

Facebook.com/NWACHampionship

Twitter @NWACHampionship

For additional information please visit nwachampionship.com or call 479 715-6100

CONTACT:

Harry Hardy – Tournament Director

479-657-6410 or harry.hardy@octagon.com

David Stewart- Concert Manager

479-657-6401 or david.stewart@octagon.com



About Dierks Bentley

Seven albums into one of country music's most-respected and most-unpredictable careers, award-winning singer/songwriter Dierks Bentley continues to grow. His latest evolution comes in the form of *RISER*, Bentley's first album since the death of his father and the birth of his first son. Throughout his career, Bentley has mixed elements of modern country, classic country, bluegrass and rock, maintaining an unmistakable identity while constantly reinventing his sound. His last album *HOME* debuted at No. one on the Billboard Country Album Charts and spawned three consecutive chart-topping hits, marking 10 career No. one songs for Bentley as a singer and songwriter. His five previous studio albums have sold more than five million copies and earned 11 GRAMMY nominations, countless CMA, ACM and CMT nominations and membership at the Grand Ole Opry. Bentley will kick off his headlining *RISER TOUR* on May 9 in Charlotte, NC. For more information on the upcoming tour and new music, please visit www.dierks.com.

About Walmart NW Arkansas Championship Presented by P&G

The 2014 Walmart NW Arkansas Championship Presented by P&G has become a premier stop on the LPGA Tour. On June 23th - 29th 144 of the world's best LPGA Professionals will tee it up at Pinnacle Country Club competing for a \$2,000,000 purse, and a chance to be named Champion of the Walmart NW Arkansas Championship Presented by P&G.

About Walmart Arkansas Music Pavilion (Walmart AMP)

The Walmart Arkansas Music Pavilion – known as the Walmart AMP – is Arkansas' premiere outdoor concert venue. The AMP has presented headlining concerts for the past 10 years, including rock, country and pop. The AMP has been a Walton Arts Center venue since February 2011 and has presented concerts at the Washington County Fairgrounds for the past two years. In its new, permanent home at Pinnacle Hills Rogers, the Walmart AMP will hold over 7,000 people and have the largest outdoor stage house in Arkansas.

About Walmart

Walmart helps people around the world save money and live better -- anytime and anywhere -- in retail stores, online and through their mobile devices. Each week, more than 245 million customers and members visit our 11,000 stores under 69 banners in 27 countries and e-commerce websites in 10 countries. With fiscal year 2013 sales of approximately \$466 billion, Walmart employs 2.2 million associates worldwide. Find out how innovative thinking, leadership through service, and above all, our commitment to saving people money so they can live better have made us the business we are today and are shaping the company we will be tomorrow. Additional information about Walmart Stores, Inc. (NYSE: WMT) can be found by visiting <http://walmartstores.com>, and on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>.



About Procter & Gamble

P&G serves approximately 4.8 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Ace[®], Always[®], Ambi Pur[®], Ariel[®], Bounty[®], Charmin[®], Crest[®], Dawn[®], Downy[®], Duracell[®], Fairy[®], Febreze[®], Fusion[®], Gain[®], Gillette[®], Head & Shoulders[®], Iams[®], Lenor[®], Mach3[®], Olay[®], Oral-B[®], Pampers[®], Pantene[®], Prestobarba[®], SK-II[®], Tide[®], Vicks[®], Wella[®], and Whisper[®]. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About Octagon Events & Hospitality

Octagon, (IPG: NYSE) is the world's largest sponsorship consulting practice, managing and influencing some \$3 billion in sponsorship-related spending annually. Octagon also is a pioneer and leader in athlete & personality representation and management. With more than 800+ employees worldwide, Octagon works with hundreds of blue-chip corporate clients and more than 800 athletes & personalities clients and manages more than 5,000 events per year. Octagon's Events & Hospitality team operates four professional golf tournaments, a professional bass fishing tournament and numerous first-class corporate hospitality events. To learn more about Octagon, visit: www.octagon.com