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Tempe Marketplace hosts SoCo Music Experience

Kellie Hwang
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Tempe's newest destination is kicking things off right with a big event for the 21 and older crowd.

The SoCo Music Experience, hosted by liquor company Southern Comfort, brings its traveling festival to Tempe Marketplace for a daylong concert.

Headlining acts include the Cold War Kids and Clap Your Hands Say Yeah, with several other national bands and local acts.

Cold War Kids hit the scene with popular single Hang Me Up to Dry from its 2006 release Robbers & Cowards. Clap Your Hands Say Yeah became famous for using the Internet to promote itself rather than sign with a record label. The band released the single In This Home on Ice in 2006 and recently put out sophomore album Some Loud Thunder. The Valley's own William Reed will perform a DJ set, with other performances by mash-up DJ Girl Talk and Australian bands Sick Puppies and Architecture in Helsinki.

It is sure to be an indie rocker's paradise.